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THE NATIONAL NEWSPAPER OF MARKETING

National Ads in Dailies Dipped 5% in '58, BofA Says

Auto Ads Declined 20%; Tobacco, Utilities, Hotels, Transportation Hit Highs

NEW YORK, July 16—National advertising in newspapers in 1958 amounted to $719,049,000, a decrease of 5.1% from the record-setting $757,401,000 invested in 1957. Originally (last February), 1958 expenditures were estimated at $721,200,000, a decrease of 4.8% from the previous year.

In making the figures known, the Bureau of Advertising, American Newspaper Publishers Assn., said the biggest loss was suffered in the automotive classification, which was off more than $40,000,000 from the 1957 figure. The slide from $199,578,000 to $159,227,000 in this category represented a drop of slightly over 20%.

■ Other classification performances, as recorded in the BofA's "Expenditures of National Advertisers in Newspapers, 1958," included:

Alcoholic beverages, down 8.9% (from $68,934,000 to $62,801,000); groceries, down 0.6% (from $149,790,000 to $148,966,000); and toilet requisites, off 4.5% (from $36,108,000 to $34,491,000).

Tobacco was up 23.4% (from $27,586,000 to $34,044,000); public utilities, up 10.1% (from $18,027,000 to $19,849,000); hotels and resorts, up 8.2% (from $17,827,000 to $19,284,000) and transportation, up 5.6% (from $40,439,000 to $42,700,000). These classifications all

(*Continued on Page* 87)

20 Cereal, Coffee, Tea Brands Coasting on Holly Sugar Push

COLORADO SPRINGS, July 16—About 20 leading brands of cereal, coffee and tea are getting a free ride in a Holly Sugar Corp. campaign in the Midwest and Rocky Mountain area.

Holly is running a newspaper and radio campaign featuring these products, using the theme, "They taste even better with Holly sugar."

One ad pictures five top coffee brands—Butternut, Chase & Sanborn, Folgers, Hills Bros. and Maxwell House—each occupying one-sixth of the ad space; the remaining one-sixth pictures Holly sugar.

A cold cereal version pictures Kellogg's corn flakes, Quaker puffed wheat, Ralston Wheat Chex, General Mills' Cheerios and National Biscuit Co.'s shredded wheat.

■ Radio versions of the ad feature "sweet musical background," according to Montgomery McKinney, of Doyle Dane Bernbach Inc., Los Angeles, Holly's agency, and rapid-fire mentions (Danny Kaye style) of 20 brands of cereal, coffee and tea.

The newspaper campaign, pages minus the left column, will run in 12 markets through October. The radio ads will run in the 12 markets in alternating four-week periods—four weeks of saturation spots alternating with four weeks off the air.

■ The premise on which the campaign is based, according to Mr. McKinney, is that the home baking and cooking market for sugar is continuing to decline in the face of growing acceptance of prepared mixes, and that the principal market for sugar now is on cereals and in coffee and tea. #

STRANGE AD MATES—*Top brands in cold cereals appear together in this Holly Sugar ad, a page minus a column in the July 9 Minneapolis Star. Doyle Dane Bernbach Inc., Los Angeles, is the agency.*

N. Y. Pharmacists' Ad Warns Aspirin Is 'Not Harmless'

NEW YORK, July 15—The Pharmaceutical Society of the State of New York, an organization representing retail druggists, has put in the hands of its members a newspaper ad warning about the dangers involved in taking aspirin.

The ad is one-quarter page in size and has been sent in mat form to local pharmaceutical associations for placement in their local papers.

Headlined, "So You Think Aspirin Is Harmless," the ad warns the public about the "growing number of accidental poisonings involving aspirin."

Copy points out that of the 7,247 accidental poisonings reported by the New York City Health Depart-

(*Continued on Page* 8)

168 Major Accounts Switched in 1st Half

Biggest Billing Units to Shift: Chase & Sanborn, Airline, Whitehall Brands

(*For a tabulation of major account changes for the first half of 1959 see Pages* 66 *and* 68.)

CHICAGO, July 15—Standard Brands' Chase & Sanborn coffee, American Airlines and Whitehall Laboratories' Dristan, Dondrill cough medicine and Soothal antiacid were the three largest accounts to switch agencies in the first half of 1959.

Chase & Sanborn, billing some $6,500,000, moved from Compton Advertising to J. Walter Thompson Co. American Airlines, billing $6,000,000, named Young & Rubicam to replace Lennen & Newell. And the Whitehall brands, billing $6,000,000, switched from Bryan-Houston Inc. to Tatham-Laird, an event which was followed by the absorption of the Houston agency into Fletcher Richards, Calkins & Holden.

■ Food manufacturers appeared to be the most restless group of advertisers during the first half of the year; various food billings totaling $23,775,000 changed hands. Those taking part in the account switching included Armour & Co. (22 canned meats), Best Foods (Nucoa margarine), Butter-Nut bread, Chun King Sales, Frito Co., General Mills (Korn Kix, Trix & Sugar Jets), Granny Goose Foods, Lawry's Food Products and Oscar Mayer & Co. Others are Nestle Co., (Nescafe, Decaf, Nestea and Maggi), Pan-American Coffee Bureau, Paxton & Gallagher Co. (Butter-Nut coffee) and 21 Brands.

All automobile manufacturer account changes were confined to foreign car advertisers; billings

(*Continued on Page* 90)

World Trade Boom Forecast at Market Confab

Western Europe to Be $300 Billion Market in Decade, Johnson Predicts

CHICAGO, July 15—Marketing men from the U.S. and abroad studied international buying and selling problems here this week, buoyed by a prediction of "a world trade boom which could show a velocity of change beyond anything we have experienced."

Arno H. Johnson, vp and senior economist at J. Walter Thompson Co., keynoted the first annual Chicago World Marketing Conference with that forecast. He said that in Western Europe, for example, the total market for consumer goods will jump to $300 billion in the next ten years, an increase of 62% over the $185 billion level today.

During that same ten-year period, Mr. Johnson said, the U.S. market for consumer goods and services should expand by more than $147 billion, to $435 billion.

■ Noting the necessity for advertising in this growing market, the

(*Continued on Page* 87)

Magazine Pages, Revenue Rise 5%, AA, PIB Report

Medium Also Scores 6% Linage Gain in 1st Six Months of 1959

CHICAGO, July 17—During the first half of 1959 the magazine industry as a whole made a tidy gain over the first half of 1958, figures tabulated by ADVERTISING AGE and Publishers Information Bureau in this week's issue show.

ADVERTISING AGE's tabulation shows that pages of the magazines it reports on rose from 75,447.5 in the first half of 1958 to 79,697.7 pages in 1959, a 5% gain. Linage was 35,755,285 lines in the first six months of 1958 compared with 36,142,708 lines in 1959, a 6.6% gain.

Publishers Information Bureau's tabulation of dollar volume for the first six months shows an increase from $418,411,785 in 1958 to $442,207,489 in 1959, a 5.6% gain.

■ It should be noted that AA tabulates a greater number of publications than reported by PIB, so that a true ratio between the two sets of figures does not exist.

The ADVERTISING AGE tables are on Page 62, the PIB table on Page 90.

In AA's table, four magazine

(*Continued on Page* 90)

Judge Sets Aug. 24 for Trial of Jeenie vs. Genie Infringement Suit

SAN FRANCISCO, July 17—Aug. 24 has been set as the date for trial, in U. S. district court here, of a trademark infringement suit involving Colgate-Palmolive Co.'s Genie detergent and the Jay S. Conley Co.'s Jeenie cleansing product. The suit against Colgate was filed on behalf of Conley, a Mountain View, Cal., manufacturer, by Anthony Diepenbrock, an associate of Townsend & Townsend, San Francisco attorneys.

Judge Willis W. Ritter heard arguments July 6-7 on a motion presented by Mr. Diepenbrock for a preliminary injunction which, if granted, would have halted distribution and sale of Colgate's Genie. At this hearing, Mr. Diepenbrock told ADVERTISING AGE, "We agreed to the court's proposal for an early trial." Attorneys for Colgate argued they would need a minimum of six months in which to prepare for trial.

The motion for a preliminary injunction remains "alive" despite the setting of the August trial date, and the judge who hears the case could, at his discretion, grant the motion and issue an injunction even while the trial is in progress.

■ Colgate, in turn, has filed a counter-claim (not a countersuit) which, in effect, is a move to offset the Conley claim that Colgate infringed the Jeenie trademark by the distribution of its Genie heavy-duty detergent. In the counter-claim, Colgate alleged, in essence, that Conley's use of the Jeenie label did not constitute a trademark usage until after April 1, 1958, by which time Colgate's Genie had been on the market.

Thus Colgate asserts that Conley used its trademark later than Colgate and, in effect, infringed the C-P trademark.

Mr. Diepenbrock will go to New York, Boston and Washington next week to take depositions which will be used in the August trial.

Mr. Diepenbrock also told AA that Conley will seek monetary damages, although it is impossible at this time to determine the amount of loss in potential sales of Jeenie caused by the introduction of Genie. #

Last Minute News Flashes

E. C. DeWitt & Co. Names Tatham-Laird

NEW YORK, July 17—E. C. DeWitt & Co., proprietary drug manufacturer, has named Tatham-Laird, New York, to handle its $200,000 advertising account. AA reported that Tatham-Laird was slated to get DeWitt last month after it left Bryan Houston Inc. (AA, June 29).

American Car & Foundry to Hoyt Sept. 1

NEW YORK, July 17—American Car & Foundry division of ACF Industries will move its account Sept. 15 from Hicks & Greist to Charles W. Hoyt Co. Company and agencies decline to release billing figures.

Hines Cake Mix Rise Sets Food Trade Buzzing

NEW YORK, July 17—The food trade is buzzing here about the rapid rise of P&G's Duncan Hines cake mix to top spot in the layer cake field. Pillsbury leads the total cake mix field, with Betty Crocker second for the first time. The Hines rise in the layer cake division (which may account for 80% of the total 20,000,000 case business) is remarkable because Hines deluxe mixes—the major element in the increase—aren't nationally distributed. They started a year ago in Albany, Columbus and Wichita, and now are on the Eastern Seaboard and California. Hines cake mix advertising, placed through Compton Advertising, has concentrated on tv spots, now in 133 markets, and page and page-and-a-half units in roto sections.

(*Additional News Flashes on Page* 91)

Britain's Top 20 Advertisers Spent $110,600,000 in Print, TV in 1958

Ad Giants Switch Emphasis to TV; Unilever Is No. 1

LONDON, July 14—In 1958, Britain's 20 largest advertisers invested a total of $110,600,000 in newspapers, magazines and television.

This was a jump of 26% over their combined expenditure of $87,920,000 in 1957.

Even more dramatic was the turnabout in media use. In 1957, the top 20 advertisers put 57% of this expenditure in newspapers and magazines—these two media are lumped here as "the press"—and 43% in tv. In 1958, this division was reversed—tv got 54% and the press 46%.

■ This analysis is available here in a research report by Saward Baker & Co., London advertising agency. The report is based on figures published in the "Statistical Review of Press Advertising" and the "Statistical Review of Television Advertising."

The Saward Baker report is striking confirmation of the shift to television by Britain's big advertisers. It is estimated that while the top 20 advertisers account for only 18% of all display advertising in the press, they now place 44% of all advertising on television.

In 1957, five of the top 20 advertisers put more than 50% of their

(Continued on Page 42)

Media Plateau? ...

'58 Ad Spending in Britain Topped $1 Billion Mark

TV Gains; Outdoor, Theater Ads Dip; Decline in Print Volume Halts

LONDON, July 14—Total advertising expenditures in Britain reached £375,000,000 ($1,050,000,000) in 1958, according to Dr. Mark Abrams, research director of the London Press Exchange Ltd.

Dr. Abrams reported in an article in the *Financial Times* that the 1958 expenditure was for the first time in 20 years equivalent to 2.5% of all consumer purchases.

The 1958 total compares with a 1957 total of $980,000,000, Dr. Abrams reports.

"During the first three months of 1959," Dr. Abrams said, "total advertising outlays have at least kept pace with the 4% increase in the value of retail sales over the past 12 months. Indeed, some expenditures—*e.g.* on television, and in financial and industrial press advertising—have done appreciably better than this.

■ "It is therefore highly probable that for this year as a whole total advertising expenditure will amount to between $1,092,000,000 and $1,120,000,000."

Among the most noteworthy aspects of advertising in Britain in 1958, according to Dr. Abrams, was that the print media's share

(Continued on Page 58)

Pepsi Extends 'Sociable' Motif as Group Label

Print, TV Drive Aims to Push Sales by Identifying Gregariousness, Modernity

NEW YORK, July 14—Pepsi-Cola Co. has added a new dimension to its "Be Sociable" theme (AA, Dec. 1, '58).

Beginning this month television spots across the country will be telling the story of "The Sociables"—gregarious, outgoing people who entertain and who like to be entertained.

This theme will be picked up next month in print ads scheduled for national magazines.

Phil Hinerfeld, vp and ad manager of Pepsi, told ADVERTISING AGE that "The Sociables" will form the heart of the company's advertising program for the next year.

Mr. Hinerfeld said this theme is a logical extension of the high-fashion sophisticated approach used for Pepsi since 1950.

Ads will attempt to establish "The Sociables" as people who "enjoy being with others," as people who are young and modern and like to keep up to date.

■ A package of 19 radio commercials has been put into the hands of dealers. These commercials feature the Pepsi refreshment song and sotto-voiced announcers who go on like this: "You're anywhere ... you're everywhere ... you're at the country club ... you're dancing ... you're at the beach ... you're having fun ... you're the sociables."

The print ads will show people in social gatherings: "They share the fun with friends. And today's Pepsi-Cola adds to their enjoyment. It refreshes without filling—suits the modern taste. Stay up to date with the sociables—have a Pepsi. It's the sociable thing to do."

Next year, Mr. Hinerfeld said, Pepsi will introduce another change in its media planning. Beginning in January, all Pepsi ads in a given month will feature the same illustrations. The illustration used in magazine ads will be reiterated in newspaper ads, posters, point of sale material and other promotional aids.

Kenyon & Eckhardt is the Pepsi agency. #

GIFT PROMOTION—*Thomas Textile Co. uses research-tested gift theme in ad scheduled for September, November and December issues of Everywoman's Family Circle, Woman's Day, Screenland and Silver Screen.*

Most Tots' Clothing Items Bought as Gifts, Thomas Finds; Bases Drive on Survey Results

NEW YORK, July 14—The gift factor has always been believed to be a dominant factor in the sale of infants' and children's wear.

Thomas Textile Co., New York manufacturer of children's clothing, has now confirmed this suspicion with a national survey of retailers, which shows that gifts account for more than half of these purchases.

As a result, Thomas is basing its fall and winter campaign on a "Gift magic" theme, playing up the assertion that mothers prefer to receive the Thomas brand clothes.

Insertions will run in the following 10 magazines: *Everywoman's Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, My Baby, Parents' Magazine, Screenland, Silver Screen, Woman's Day* and *Your New Baby.*

Norman D. Waters & Associates, New York, is the agency. #

Air Force Unit Finds Recruiting Is Better sans Posters

CINCINNATI, July 14—The U. S. Air Force here is going to give up those sidewalk recruiting posters that urge young men to join up and see the world.

The Air Force says time spent on maintaining the posters—estimated at 1,000 man-days of work per month—can be put to better use by the recruiters. This was revealed at a conference of the 3502nd Air Force Recruiting Group, which met here last week.

"The public just walks around those signs—like fire plugs," said Col. Woods W. Rogers, commander of the 3502nd. His group experimented with elimination of the posters last year, and the unit led five other groups in number of recruitments. #

R.O.P. Color Linage in Dailies Up 25.6% in May, Hoe Reports

NEW YORK, July 15—Newspaper r.o.p. color linage in May was 15,378,263 lines, up 25.6% from linage reported in May, 1958, according to a report on color linage issued today by R. Hoe & Co. Linage for the first five months of 1959 was 56,600,836 lines, up 17.6% from color linage reported for the same period in 1958.

In a rundown of national classifications using r.o.p. color, the report listed gasolines and oils as top users for the medium in May.

Top national advertisers using r.o.p. color were Shell Oil Co. (392,781 lines); Salem cigarets (383,539); Pillsbury cake mix (290,511); Standard Oil Co. (Indiana) (240,923), and Siz charcoal lighter (232,295 lines).

The Hoe report is based on a Media Records check of 400 newspapers in 130 cities. #

Miller Elected Club President

G. Norman Miller, Langie Fuel Service, has been elected president of the Rochester Sales Executives Club. Elected vps are Charles K. Hellenbush Jr., Kee Lox Mfg. Co.; Lawrence P. Firdley, Rochester Gas & Electric Corp.; Howard F. Kalbfus, Eastman Kodak Co., and Herbert J. Mosien, Bausch & Lomb Optical Co. Charles L. Rumrill, Chamber of Commerce treasurer, will serve the club in the same capacity.

Edwards Names Stevenson

Edwards Mfg. Co., Albert Lea, Minn., manufacturer of metal cutting shears, has appointed Stevenson & Associates, Minneapolis, to handle its advertising and publicity.

Sales of Import Cars Edge Toward Nationwide Basis

California Still Is No.1 Market, but Share of Leading States Dips

NEW YORK, July 14—Foreign car sales, still highly concentrated regionally, are getting more of a national base.

In 1958, the top 10 states in imported car sales accounted for 63.2% of the total market, compared to their 68.5% slice in 1957.

And the top 15 states accounted for 74.7% of the imported car market, compared to 79.6% in 1957.

The state of Texas supplied the big change in the top 10 ranking. Texas moved up from ninth to fourth place, as sales of imported cars there jumped from 6,195 to 16,445.

Texas was the only state in the top 15 where Renault outsold Volkswagen. Texans bought 3,089 Renaults, against 2,474 VWs.

These and other facts and figures about the imported car market appear in the latest "Automotive Study" by *The New Yorker.*

The 1958 changes took place against a background of an 82.5% sales gain for the imports. Registrations totaled 378,256, compared to 207,240 in 1957.

■ California continues to be the No. 1 market for the imported vehicles. Sales in California zoomed last year from 52,952 to 76,051, while New York held on to second place by adding 13,000 to its 1957 sales of 25,000.

Florida retained third place by more than doubling its registrations—from 12,355 to 26,659.

Other changes, aside from Texas' big leap forward, saw Michigan drop from fifth to eighth place, despite a 50% gain in sales; Massachusetts dropped from eighth to 10th place, despite a sales gain of better than 50%; Illinois rose from

(Continued on Page 87)

Sovereign Watch Moves to D'Arcy

Adams & Keyes Had Hoped Advertiser Would Not Object to 'Conflict'

NEW YORK, July 15—When Burke Dowling Adams Inc. merged last April 1 with St. Georges & Keyes, the new agency, Adams & Keyes, found itself with two watch accounts—Concord Watch Co. and the low-price Sovereign line of Benrus Watch Co.

The agency was hopeful of retaining both accounts, since Concord's line is a high-price one. As one executive said at the time, "one is sold at Tiffany's and the other is sold at Woolworth's, so there isn't much of a conflict" (AA, March 30).

Today Benrus announced that it is moving the Sovereign account to D'Arcy Advertising Co. The account executive will be John T. Murphy, who joined D'Arcy from Adams & Keyes last month. He serviced Sovereign at the previous agency. #

Kallick Joins Aron Agency

Barbara E. Kallick, formerly of WFIL, Philadelphia, and W. Wallace Orr Advertising, Philadelphia, has joined Aron Advertising Associates, Bala Cynwyd, Pa., as media and copy director.

PEPSI'S NEW LOOK—*Ads scheduled for August magazines show how Pepsi is featuring "The Sociables."*

'Non-Users' Use Railroads Plenty, Say AAR Ads

WASHINGTON, July 14—Pictures of massive construction projects and industrial equipment have been replaced with photos of successful business men, housewives and salesmen in a new series of ads by the Assn. of American Railroads, which seeks to "humanize" the importance of railroads to the individual citizen.

The new series, which has created considerable comment—some of it critical—argues that railroads are indispensable, even to people who do not regard themselves as railroad passengers. The first in the series, headlined, "Man who 'never uses' the railroads," shows an airline passenger eating his free steak dinner as he travels.

It comments: "The food he's eating... the airplane he's riding in... the car waiting for him at the airport... the new ranch house he'll sleep in tonight... they've come to him all or part of the way on the railroads—either as raw materials, as component parts, or as finished products. Man who never uses the railroads? There is never a day when he doesn't."

■ A second in the series pictures a suburban housewife unloading her station wagon, with the caption "Woman who 'never uses' the railroads?" A third now in pro-

(*Continued on Page* 54)

Missourian White Succeeds Brundage at 'Herald Tribune'

NEW YORK, July 14—Robert M. White II, editor and publisher of a small-town daily and onetime special consultant to the *Chicago Sun-Times*, has been appointed president and editor of the *New York Herald Tribune*.

Mr. White, who as head of the *Ledger*, Mexico, Mo. (circulation 8,426) was cited in 1958 as "Missouri's outstanding young newspaper man," succeeds Howard D. Brundage as *Herald-Tribune* president.

Robert White

Mr. Brundage is an associate of John Hay Whitney, who acquired control of the *Herald Tribune* from the Ogden Reid family last August (AA, Sept. 1, '58). Mr. Brundage will continue as vp of Plymouth Rock Publications, a publishing company owned by Mr. Whitney.

■ In addition to his job as president and editor of the New York daily (circulation 335,466), the 44-year-old Missourian will be chief executive officer and a member of the board.

He is currently a member of the board of the American Newspaper Publishers Assn. and its research institute, and also is chairman of the Associated Press nominating committee. From 1956 to 1958 he served as special consultant to the editor and publisher of the *Chicago Sun-Times*. #

Nicholas Nagle Opens Agency

Nicholas J. Nagle, former vp of Glenn Brill Advertising Agency, Denver, has opened his own agency at 857 E. Colfax Ave., Denver. The Nagle agency will feature its own art department and graphic art specialists.

LeWald Roberts Spire

STRATEGY MEETING—*The three key members of William M. Spire Advertising—Mr. Spire, Bruce Roberts and Curt LeWald—discuss ad strategy for the agency's largest account, General Development Corp., Miami real estate developer.*

Town Name's Just a Brand Name to Big Florida Real Estate Advertiser

General Development Put $2,000,000 into National Media in '58-'59

MIAMI, July 15—One of Florida's top advertising accounts is General Development Corp.

Last winter, the real estate advertiser made ad history in the state when it spent $2,000,000 on a three-month national campaign.

The man who spearheaded the campaign is William M. Spire, head of William M. Spire Advertising, a former top-flight New York ad executive who formed the agency in May, 1958, with the idea of providing "big city" know-how to the south Florida area.

■ Ever since the bust of 1926, Florida real estate has been held in low regard—and with some justification. However, in recent years, the picture has changed considerably and selling Florida land via advertisements and the mails has become "big business."

One of the first to step into the selling of homesites for "$10 down, $10 a month" was Mackle Co., of Miami, an oldtime Florida building company.

Joining forces with General Development Corp., Elliott, Robert and Frank Mackle became operating officers of General Development. Today, they have eight developments going throughout the state.

■ "We should be able to do an even better job than last year," Mr. Spire told ADVERTISING AGE. "Our experience has led to better organization both in our own shop and in the client's offices.

"Organization is what is needed, because each of these communities —Port Charlotte, Port St. Lucie, Port Malabar and the others—is a separate entity, like a 'brand' in the packaged goods business or a line of cars in the automotive industry. In a sense, they are competing with each other.

"Then, too, each community has two products to sell—homes for immediate occupancy and homesites, which are purchased for future use, or investment.

"Of course, we get tremendous cooperation from the Mackles themselves; Robert A. Catlin, director of sales; Thomas A. Ferris,

(*Continued on Page* 89)

May Uses 66 Dailies in Campaign for Its Management Service

CHICAGO, July 14—George S. May Co., management consultant, currently is conducting a "hard sell" campaign for its services in newspapers in 66 markets throughout the U. S. and Canada.

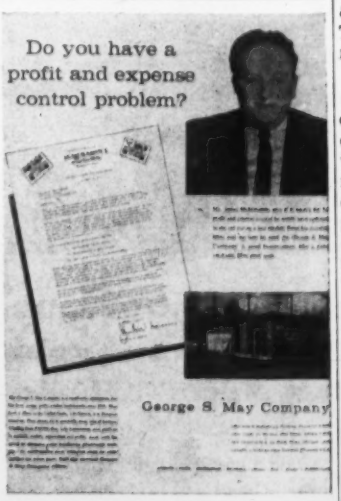
One of the featured items in the page ads is a testimonial letter for the May services from local business men. The May company has used newspaper advertising in the past, but has run only institutional ads. The company has confined its "hard sell" campaigns to direct mail.

C. A. Posson, advertising manager of May, told ADVERTISING AGE that the company previously tried the hard sell approach in European newspapers with much success. He said the American campaign would continue indefinitely, "depending upon the results."

■ The campaign has been tailored to employ a regional approach, he said, and went on to explain that ads in a certain region will carry testimonial letters from business men or companies in that locale.

Many of the 66 markets are smaller cities and towns. Mr. Posson said that May is directing its ads to smaller businesses which can't afford to employ their own efficiency experts.

Just prior to the newspaper campaign, the May company conducted an extensive direct mail program (800,000 mailing). M. M. Fisher Associates, Chicago, is the May agency. #



NEW MAY CAMPAIGN—*George S. May Co., Chicago, management consultant, currently is running page ads like this one in newspapers in 66 markets in the U.S. and Canada.*

Shift of Legal Responsibility to Nets Might Basically Alter Broadcasting

Change Contemplated in FCC Prober's Questions Would Limit Advertiser

By Maurine Christopher

NEW YORK, July 16—Under the law, responsibility for tv programming rests with the individual licensee or station, but, in the case of national network programming, is it practical for a station to exercise that responsibility?

Would it make any great difference in implementing ad campaigns if statutory or rule changing provisions were made to lodge program responsibility with the networks on much the same basis on which it is now assigned to stations?

These may well have been the most significant questions asked of agency executives by Ashbrook P. Bryant, Federal Communications Commission counsel, during last week's program control hearings.

■ In his questioning of the men from McCann-Erickson; Batten, Barton, Durstine & Osborn; Ted Bates; J. Walter Thompson Co.; Young & Rubicam; Sullivan, Stauffer, Colwell & Bayles; Benton & Bowles; Compton Advertising; Lennen & Newell, and Cunningham & Walsh, Mr. Bryant went to great lengths to establish these major points:

- Mass circulation is a primary consideration in the selection of every tv show; it is the primary consideration in the case of practically every low-ticket, package goods item.
- Among the other considerations which affect the decision are the compatibility of program and product and the star's ability to reflect the corporate image.
- The business policy consideration of the sponsor limits subject matter in every case except news and public affairs programming. Few advertisers, for example, want anything to do with controversy. Every company has its own "little taboos," related primarily to itself, its competition and its major customers.

Cases in point submitted by one of the witnesses: A soap maker active in the industrial field would nix a script which showed a laundry tearing up shirts; a food manufacturer selling basic ingredients to bakeries would not care to sponsor a program about poisoned bread.

Differences over *verboten* subjects and areas are kept to a minimum, since most successful producers are by now well indoctrinated as to the advertisers' likes and dislikes.

- The general agency policy is to review scripts in advance—except in the case of news and public affairs. Contractually, most of the agency executives said, their right to tamper with the show is confined to areas of good taste and business policy considerations. But in practice, they said, they frequently participate creatively in all phases of the show. The amount of agency participation in a show varies, but it's likely to be very slight in the case of network controlled, multiple-sponsored telecasts.

How do the show producers take

(*Continued on Page* 38)

Organization Tables

Organization charts for eight of the nine agencies which turned them over to FCC appear on Pages 38, 39 and 92. The other chart—for McCann-Erickson—appeared in AA's July 13 issue, Page 80.

Radio-TV Setups of Agencies Show Like, Unlike Ideas

NEW YORK, July 16—The agency executives who testified at the Federal Communications Commission program control hearings here last week were asked to submit organizational charts of their tv-radio departments for the record.

In some cases the charts they presented were so vague and sketchy that they will do little to enlighten the FCC attorneys, who were seeking a clear-cut idea about specific responsibility for (1) tv campaign planning and (2) program and time buying. In other cases the data were detailed and precise enough to be meaningful.

■ But, fragmentary or not, this type of information is rarely made available by agencies, many of which are reluctant to discuss their inner workings. For that reason, these charts probably will prove interesting to others in the industry.

Charts were put in the record for McCann-Erickson; Lennen & Newell; Batten, Barton, Durstine & Osborn; Sullivan, Stauffer, Colwell & Bayles; Ted Bates & Co.; Compton Advertising; Cunningham & Walsh, and Young & Rubicam. The J. Walter Thompson Co. witnesses did not bring a chart.

■ Testimony at the hearing indicated that several of these agencies handle their tv assignments very similarly. But these documents reveal a great variance of opinion as to how a tv-radio department should be staffed and organized (or at least how to show that organization on a chart). There may also have been a difference of opinion as to just how much information should be included.

Emphasis in every case was on programming, rather than time buying, now handled by the media departments in many agencies; or commercial production, a responsibility assigned to copy, creative or a separate tv commercial department in many cases. However, two of the nine agencies—BBDO and Cunningham & Walsh—clearly included commercial tv production in the radio-tv department's area. #

ALAN KOEHLER, *copy group supervisor of Norman, Craig & Kummel, New York, has been named vp and senior writer. Before joining the agency a year ago, he had been vp of Bernice Fitz-Gibbon Inc. for four years.*

Creditor Group Recommends Mutual Settle at 10¢ on $1

NEW YORK, July 15—A creditors committee headed by commentator Fulton Lewis Jr. has recommended the settlement of the Mutual Broadcasting System's debts at 10¢ on the dollar.

The network, which is trying to put its financial house in order for a fresh start under new ownership and management, has bills totaling more than $3,000,000 on the books. Among the principal creditors are one of the former MBS owners, RKO Teleradio; AT&T; several baseball clubs, affiliates, performers and Columbia Broadcasting System. The latter bill reportedly came about when CBS and Mutual shared some AT&T line facilities. The list of creditors numbers more than 700 names.

During a brief hearing before Asa Herzog, U. S. referee for bankruptcy, here this week, Irving Weintraub, the network's attorney, said Mutual lost $60,000 last month, in what is broadcasting's traditionally slow season. He said business is expected to pick up in the fall.

The new ownership's plan for settlement of Mutual's debts under Chapter 11 of the bankruptcy act will come up for a hearing before Mr. Herzog July 28.

■ Meanwhile, Robert Hurleigh, news man turned network president and "owner," has been working to keep affiliate support lined up behind the network. He introduced Albert G. McCarthy Jr., one of the Tampa business men who is providing the cash to keep Mutual going on a week-to-week basis, at a meeting of the Mutual affiliates' advisory committee.

Mr. Hurleigh has called a series of ten regional affiliate meetings "to blueprint" his plans for running the network on an economically feasible basis. #

Hugh Wells Rejoins Ludgin as Creative VP

Earl Ludgin & Co., Chicago, has appointed Hugh Wells creative vp and a member of its new executive committee. Mr. Wells left Ludgin a year ago to join Tatham-Laird, Chicago, where he was a group creative director.

Hugh Wells

Mr. Wells previously was a member of Ludgin's creative staff for five years.

Cleveland Station Boosts Paul

Cleveland Broadcasting has appointed Edward Paul, national sales manager of WERE, station liaison manager to coordinate sales and promotion between WERE and WERC, both operated by Cleveland Broadcasting.

Highlights of This Week's Issue

National advertising in newspapers in 1958 amounted to $719,049,000, a decrease of 5.1% from the record-setting $757,401,000 invested in 1957, the Bureau of Advertising reveals ..... **Page 1**

Magazines made a tidy gain in pages, lines and ad revenue in the first half of 1959 over 1958, figures released by Advertising Age and Publishers Information Bureau reveal ..... **Page 1**

Pharmaceutical Society of the State of New York, representing retail druggists, has prepared newspaper advertising mats of ad warning that aspirin is not harmless ..... **Page 1**

Major account switches in the first half of 1959 totaled 168, with food manufacturers showing the greatest restlessness, Advertising Age's report shows .... **Page 1**

Britain's 20 largest advertisers invested a total of $110,600,000 in newspapers, magazines and television in 1958, a jump of 26% over their combined expenditure of $87,920,000 in 1957, Saward Baker & Co., London agency, reports ..... **Page 2**

Newspaper r.o.p. color linage in May was 15,378,263 lines, up 25.6% from linage reported in May, 1958, according to a report on color linage by R. Hoe & Co. ..... **Page 2**

Pepsi-Cola adds a new factor to its "Be Sociable" campaign with introduction of "The Sociables," gregarious, outgoing people who entertain and who like to be entertained ..... **Page 2**

Foreign car sales climb as the top ten states in sales of these cars account for 63.2% of the total market ..... **Page 2**

Infants' and children's wear market is dominated by the gift factor, Thomas Textile Co., children's clothing maker, says after national survey of retailers ..... **Page 2**

Non-users of railroads depend a lot on railroads in their daily affairs, new ad campaign by the Assn. of American Railroads declares ..... **Page 3**

General Development Corp., Florida real estate advertiser, treats its communities "like brands in the packaged goods business," and spends up to $2,000,000 in one three-month period to push its "product" ..... **Page 3**

Agencies testifying before the FCC put on public record charts of the organization of their radio-tv departments, which are reproduced in this issue ..... **Pages 3, 38, 39 and 92**

George S. May Co., management consultant, launches "hard sell" campaign for its services in newspapers in 66 markets throughout the U.S. and Canada .. **Page 3**

Budget Bureau asks Congress to raise expense account limits for government employes, but only slightly ..... **Page 6**

Plymouth gin joins other distillers in enlisting U. S. public into its own society; a special card shows bearer's personal recipe for a perfect martini ..... **Page 18**

Motorola backs the introduction of its 1960 radio-tv-stereo line with largest consumer advertising campaign in its history ..... **Page 36**

House passes bill which will keep Post Office Department up to date on the number of paid subscribers receiving each magazine which enjoys second class mailing privileges ..... **Page 44**

Increasing expenditure of advertising dollars at a decreasing rate of return is the key problem facing advertising today, says Robert J. Keith, exec vp, Pillsbury Co. He offers three keys to keeping advertising economical ..... **Page 71**

Creative Man finds art is gaining ascendancy over copy in advertisements, sometimes at the expense of sense in the copy ..... **Page 72**

Andy Armstrong stresses examples where copy itself becomes the art work and the art work is merely illustrative of the product ..... **Page 74**

Eleven new directions for unified action research in the 1960s is outlined for a marketing management and research conference of Johnson & Johnson by Albert Shepard, exec vp, Institute for Motivation Research ..... **Page 78**

FIGURES TO FILE

Britain's Top 20 Advertisers ..... Page 42
Videodex TV ..... Page 44
Class 1 Railroad Advertising ..... Page 54
British Media Table ..... Page 58
July Consumer Magazine Linage ..... Page 62
Agency Account Switches ..... Pages 66, 68
Sales of Import Cars ..... Page 87
Magazine Dollar Volume .. Page 90

REGULAR FEATURES

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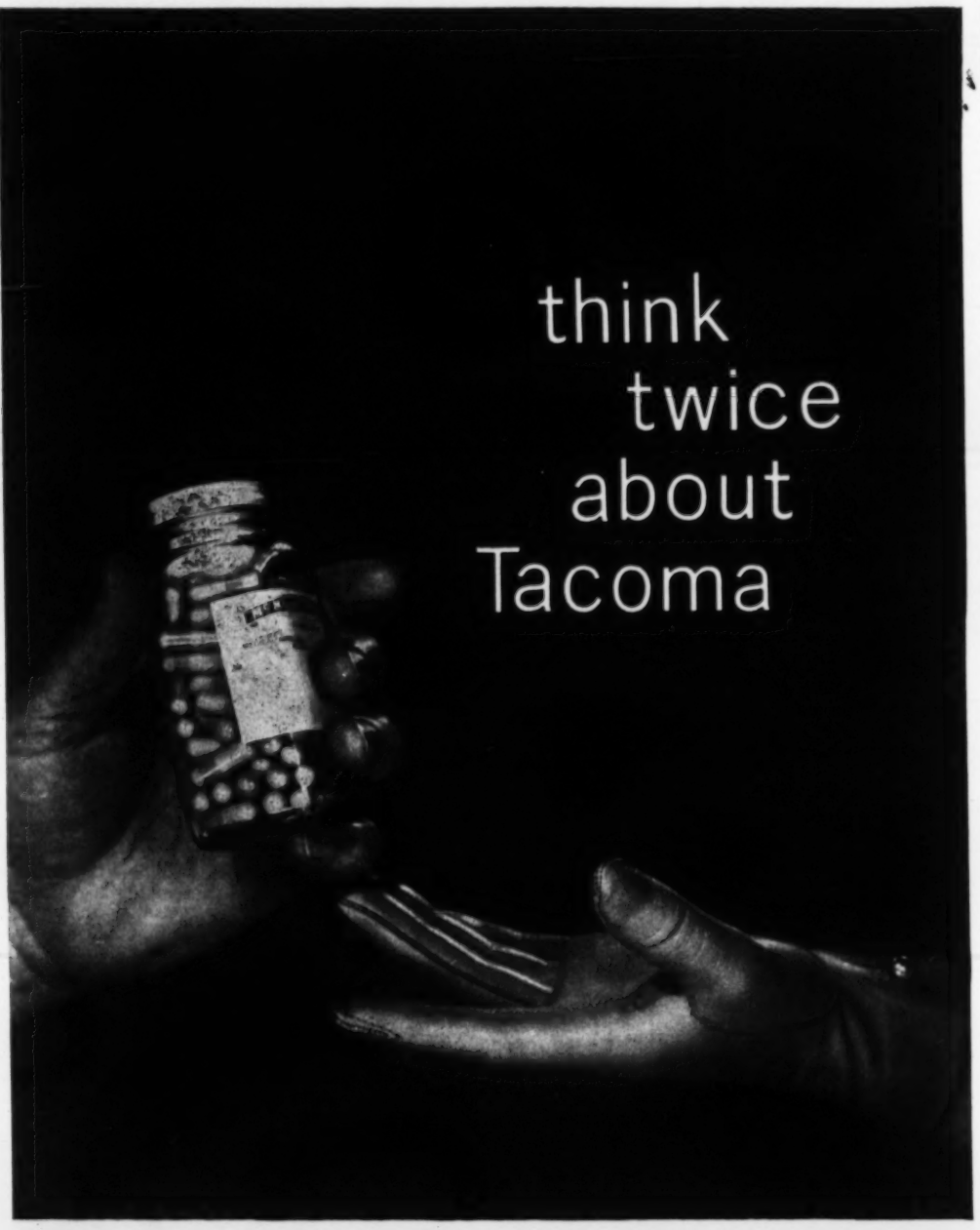
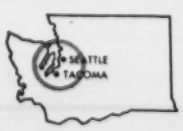
What They're Saying 12

'Look' Moves Jones to S. F.

Look has promoted Robert Berian Jones from its New York sales staff to advertising manager in its San Francisco office. Mr. Jones succeeds Larry Coy, who resigned.



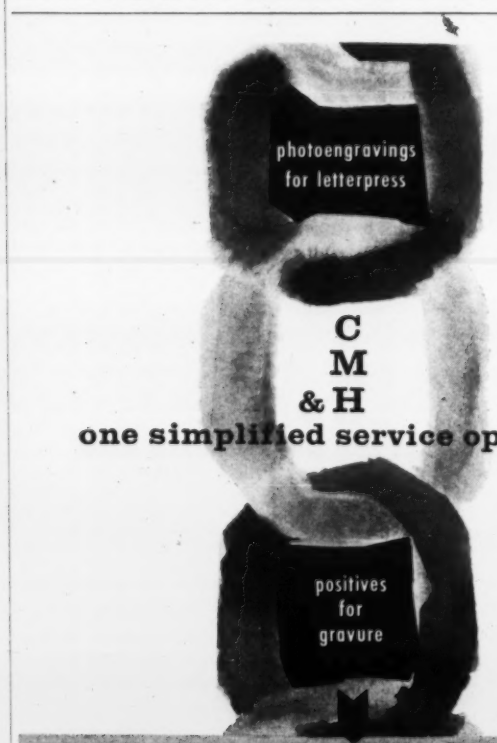
More than 68,000 families, who buy $12,000,000 worth of drug items, won't have a chance to see your advertising unless it's in the Tacoma News Tribune



QUICK FACTS: Total population of the Tacoma Metro Area, 324,200. Retail Sales, $344,163,000. The Tacoma News Tribune is the only daily with *selling* coverage in this important market. (News Tribune coverage 81%; Seattle evening daily 2%; Seattle morning daily 12%.)

Ask the men at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco



COLLINS, MILLER & HUTCHINGS, INC.

333 WEST LAKE STREET AT WACKER DRIVE • CHICAGO 6 ILLINOIS

A message to advertisers about THIS WEEK Magazine:

"OUR customers . . . make the decision to buy while reading THIS WEEK Magazine. Such confidence . . . can only result in fast turnover. Thus . . . food products advertised in THIS WEEK will receive prominent display on our shelves. We want your readers (our best customers) to be able to find it—when they want it."

Richard Waxenberg
President, Eagle Food Centers, Milan, Illinois
(30 stores. $45,170,000 annual volume)

To Move Goods Fastest . . . Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

This Week in Washington . . .

U.S. Boosts Expense Limit—Slightly

By Stanley E. Cohen
Washington Editor

WASHINGTON, July 16—Budget Bureau officials told Congress the other day that the time has come to give Uncle Sam's employes somewhat bigger expense accounts—but not much.

In testimony before a House government operations subcommittee, they agreed that the $12 per day ceiling fixed in 1954 needs to be raised. Some committee members suggest $16; but the budget people contend $14 is enough.

They have surveys to show that rooms are available in "good" to "best" hotels for an average of $6.51 to $9.04, depending on which survey you trust. Similarly, they find that three meals are to be had for anywhere from $4.70 to $5.99.

In the end, they decided government people could make out all right with $8 for room and $5 for food, plus 10% for tips, cleaning and other extras. When this added up to $14.30, the frugal minded budget people decided it is "reasonable" to round it out to $14.

■ Perhaps their penny pinching on *per diem* allowances reflects their embarrassment about the government's generous gas allowance. For the past 10 years, it has been paying 10¢ per mile when private cars or aircraft are used for authorized public travel. Now the budget people have discovered Uncle Sam has been paying rather handsomely. Surveys show most private businesses pay a flat 8¢; only a handful pay 10¢ or more.

Equal Time Rule Probed

Broadcasters are counting on members of the Senate committee on interstate and foreign commerce to force through new "equal time" legislation to prevent other "Lar Daly cases."

On the House side, broadcasters have been getting a cold reception when they have sought repeal of the equal time rule, with members of the House committee on interstate and foreign commerce balking at anything except an equal time exemption for newscasts.

But in the Senate committee on interstate and foreign commerce, the industry has been offered approximately what it wants—an exemption covering panel shows and special events as well as newscasts. To reassure congressmen who question the wisdom of so much freedom, the Senate bill requires FCC to report annually on equal time problems and specifies that Congress should restudy the issue after three years.

Ruling Curbs Ad Sharpies

Postal officials joyously reported this week that they are successfully prosecuting "advance fee" real estate and business loan salesmen under the "intent to defraud" language of the postal fraud laws.

The controversy became important to advertising groups early this year when they discovered, to their concern, that Sen. Karl Mundt (R., S. D.) is sponsoring a bill (S. 550) which spells out tough new fraud restrictions on "interstate property advertising agencies." While the term "advertising agency" appears in his bill, the senator's real targets, they learned, are the fast-talking "advance fee" salesmen, who have been collecting an estimated $50,000,000 annually from people for virtually worthless advertising listings and finder's fees.

Using impressive brochures and other props, these salesmen approach people who want to sell property or get business loans, and promise to find buyers or lenders in return for an advance fee. Until postal officials got some convictions under the "intent to defraud" clause the other day, they successfully defended themselves by producing contracts which specify—in small print—that they are offering an advertising service. Chief Postal Inspector David Stephens reports his men have at least 100 advance fee racket complaints still under investigation.

Gates Doubts Defense Ads

Top defense officials were notably restrained in the comments on advertising by defense contractors, as a House armed services subcommittee began looking into the "munitions lobby."

The subcommittee's chairman, Rep. F. Edward Hebert (D., La.), is interested chiefly in ex-military people who take lush jobs with big defense contractors. But in the course of the hearings he also expects to ask about the use of ads to influence important decisions involving the selection of weapons.

During his appearance before the committee Deputy Defense Secretary Thomas Gates offered only one reference to advertising. Asked if he knew of any instances of impropriety by former officers, he could recall none. "Now there are collective actions that I question judgment on," he commented. "I question the judgment of some of those public advertisements."

With Adm. Arthur W. Radford, former chairman of the joint chiefs of staff, on the stand, Rep. Hebert tried to spark some discussion by pointing out that a Boeing ad stressing the number of jobs involved in the Bomarc missile "annoyed Ike" and "got his dander up" (AA, June 15).

The admiral—now retired—agreed that "it is very unfortunate that this has been presented to the public in this way," but he contended that the national interest is served by open argument on the merit of weapons.

Census Hit as 'Not Useful'

Sen. Carl Curtis (R., Neb.) claims he has been hearing from business men who are tired of filling in census forms. In their behalf he has introduced a bill (S. 2370) repealing existing laws which provide a penalty if business men fail to fill in forms for censuses of business, manufactures and mineral industries. The senator's office says he questions whether these censuses serve any useful purpose. #

Fabricon Names Rossi

Fabricon products, a division of Eagle-Picher Co., River Rouge, Mich., has appointed Rossi & Co., Detroit, to handle advertising for its line of food package materials. The company has no previous agency of record.

Do you want ON-SIGHT BUYING from your advertising?

HERE IS AN ADVERTISER WHO DEPENDS UPON PURCHASES DIRECTLY FROM HIS ADVERTISEMENTS:

Double filters provide comfortable breathing. Soft rubber face mask gives air-tight fit. Sanitary face cloth protects against dermatitis or chafing. Patented exhalation valve guards against re-breathing stale air.

Cover scientifically designed respirators have been adopted as standard equipment by industries the world over. Free literature on request describing models for every purpose. See your safety equipment supplier or order sample direct. Model shown—only $2.00 postpaid.

H. S. COVER
Dept. 1104, South Bend 14, Ind.
"Respirators for Industry Since 1894"

Since the first issue of Industrial Equipment News, 26 years ago, H. S. Cover Company hasn't missed a single month . . . a record of more than 300 consecutive insertions.

The offers of sample respirators, at moderate prices, result in expanding sales and re-orders. Highly meritorious merchandise promoted by directly resultful advertising (currently prepared by MacDonald-Cook Co., South Bend agency) has built this business.

Because IEN is read for one purpose only: *product information* . . . more than 73,000 product selectors a month are exposed to the advertising of products ranging in cost from five to thousands of dollars — And as markets are changing constantly, new buyers are developing everywhere. IEN finds them, and its advertisers make new friends, new customers.

Details? Send for complete Media Data File.

PRODUCT INFORMATION HEADQUARTERS

Industrial Equipment News
Thomas Publishing Company

BPA NBP ...461 Eighth Avenue, New York 1, N.Y....Affiliated with Thomas Register

BIGGEST APRON Value in U.S. 7½¢ EA.

FREE SAMPLE

World's greatest premium... PLASTIC HOSTESS APRONS . . . for only 7½¢ each . . . in quantity! EXTRA-LARGE size. Very attractive. For free-give-aways, tie-ins, store-openings, etc. Write for free sample. No obligation.

L & M COMPANY, Dept. 928
415 N. 8th St., St. Louis 1, Mo.

* a footnote for admen who didn't read between the lines

(From The Chicago Tribune, June 22, 1959.)

A Continental Airlines advertisement that appeared May 12 in Chicago and Los Angeles newspapers, including THE CHICAGO TRIBUNE, scored an all-time high for catching the attention of men readers. The ad, hailing Continental's nonstop Chicago-Los Angeles flights, was noticed by 81 per cent of men surveyed in Chicago, said Carl J. Nelson, director of Publication Research Service.

* The Tribune story, above, right, neglects to mention this: The spectacular 81% men's readership of the Continental Airlines advertisement—an all-time high in men's readership of a national ad—was scored in a readership study of The Chicago Sun-Times exclusively.

In the same study issue, an advertisement of the Continental Illinois Bank broke all records for men's readership of comparable-size bank advertisements.

Eleven other advertisements, ranging back as far as page 51 of a 68-page issue, also scored phenomenal men's readership ratings.

This record-breaking readership is a tribute to the high professional quality of all of these advertisements.

It is also a tribute to the effectiveness of the Sun-Times' modern format.

Ads look bigger on a Sun-Times page.
There are fewer ads on a page.
There is less competition on each page for attention.
Result: Ads in the Sun-Times are seen better, remembered longer, produce more sales at lower cost—

—three reasons why The Sun-Times is outstripping all other Chicago newspapers in advertising growth.

Young Chicago loves to buy...the Chicago Sun-Times

Fox Exit Leaves No Surviving Members of First Edsel Team

DEARBORN, MICH., July 16—The news last week that Eldon E. Fox had resigned as advertising and sales promotion manager of Edsel (AA, July 13), marked a turning point in the marketing history of the car.

Mr. Fox, who joined Batten, Barton, Durstine & Osborn, Minneapolis, was the last remaining member of the marketing team which hopefully launched Ford Motor Co.'s "$250,000,000 gamble" —the Edsel—in September, 1957.

Backed with elaborate research, marketing and advertising planning, the Edsel ran head on into a shrinking medium-price car market, followed by a recession and a consumer swing to smaller cars. Edsel sold 50,393 units (0.8% of the market) during the final months of 1957; 28,953 cars (0.7% of the market) in 1958; and about 20,400 during the first five months of '59.

One by one the Edsel executives moved to other positions in the Ford organization, or left the company entirely. Here's the rundown:

• **Richard E. Krafve,** who was general manager of the Edsel division since April, 1955 (when it was still known as the special products division), left in January, 1958, when the Edsel became part of the new M-E-L division, headed by James J. Nance. Mr. Krafve joined the staff of R. S. McNamara, group vp in charge of the company's car and truck division. (Mr. Nance left the company in September, 1958, to be succeeded by Ben D. Mills, his assistant.)

• **J. C. (Larry) Doyle,** general sales and marketing manager at Edsel, took a leave of absence in February, 1958, and retired three months later. He was succeeded by N. K. Van Derzee, formerly assistant general sales manager in charge of field operations.

• **J. Emmet Judge,** manager of merchandising and product planning, left the Edsel staff in June, 1958, but became product manager for the M-E-L division, which includes Edsel. He was later named marketing manager for Mercury.

• **R. F. G. (Bob) Copeland,** assistant general sales manager for advertising, sales promotion and sales training, left in December, 1957, to join Ford Motor Co.'s central staff as director of advertising and sales promotion. He retired in August of '58. He was succeeded at Edsel by Leo Beebe, of the central staff.

• **C. Gayle Warnock,** public relations manager at Edsel, left the company only two months after the car was introduced. He was named director of news services of International Telephone & Telegraph, New York, in November '57.

• **Eldon Fox,** who is now assistant account group manager at BBDO, was succeeded at Edsel by Walter T. Murphy, formerly marketing plans manager for Edsel. #

Beer Use Off 2%, Distilled Spirits 7%, Institute Says

In a story summarizing use of a number of beverages in 1958 as tabulated by the Wine Institute (AA, July 13), the figures for the decline in consumption of beer and distilled spirits were incorrectly reported. The Wine Institute said per capita beer consumption had declined 0.3 gal.—approximately 2%—rather than 30%, as reported. It said per capita consumption of distilled spirits was off 0.1 gal.—approximately 7%—rather than 10%, as given by AA.

U. S. Brewers Foundation figures for '58 show a decline in per capita beer consumption of 0.7%—from 15.1 gals. to 15 gals.

Imagine! Mashed Potatoes so dependably fluffy you can fix them ahead of time!
by Betty Crocker
New from Betty Crocker
Instant Mashed Potatoes
Already waterless-cooked to save flavor
won't lump, can't lump...
fluffy every time!
NEW
mashed potatoes
Betty Crocker

NEW—*General Mills will introduce its new Betty Crocker instant mashed potatoes this September. This four-color junior spread will launch the campaign for the product in This Week Magazine. Ads are scheduled also for other Sunday supplements and on General Mills' shows on all three tv networks. Knox Reeves Advertising, Minneapolis, is the agency.*

Viewer Sees 30 Ads in Night; Handle TV Copy with Care, Bellaire Book Says

BBDO Exec Stresses Importance of Salesman, Who 'Is' Company on Air

NEW YORK, July 16—In the preface to "Tv Advertising" (Harper & Bros., $6.50), Arthur Bellaire says the book was written in a "how-to-do-it spirit," aimed at presenting the "facts of television advertising, including the newest developments, in such a way as to answer the questions most asked by advertisers and others concerned with the medium."

Mr. Bellaire, who is vp in charge of tv and radio copy at Batten, Barton, Durstine & Osborn, fulfills his self-imposed assignment very well.

There are several down-to-earth, fact-filled chapters on various aspects of the creation of commercials. Pointing out that today's copywriter must bid for the attention of the viewer who sees about 30 commercials a night, he suggested the following guides for scripting:

1. Relate audio and video, and don't waste words describing what is obvious in the picture.
2. Rely on video to carry more than half the weight.
3. Use short, everyday words.
4. Avoid static scenes and cluttered backgrounds; don't cram in too many scenes, and be sure the transitions are smooth.
5. Superimpose in lettering the basic theme line at least twice over the scenes in the commercial, including the final scene, if practical.
6. Remember that television is a medium of closeups.
7. Don't expect to write the final script at the first try.
8. When timing the commercial, don't just read it. Act it out.
9. After the first draft is written—or as it is being written—make drawings of the video portion.
10. As soon as possible, discuss the script with the art director and producer and rewrite once more if necessary.

■ Mr. Bellaire discusses live, film and taped commercials and a variety of selling approaches. The BBDO executive is an exponent of jingles and humorous advertising. He writes: "Considering all the products they have helped to sell, jingles deserve a higher-sounding name." He calls humor, "well handled . . . a sure fire formula . . . for any advertiser [who is] determined to have his commercials noticed, talked about and even praised." But the extent to which humor sells "varies with each product," he says.

■ "The person chosen to represent the advertiser becomes a corporate personality, who, over the course of a single season, has 1,000—perhaps 1,000,000—times more contact with the consumer than the president of the company, chairman of the board, sales manager, or any individual salesman. As the announcer, he is it at the moment of the telecast."

One of the most interesting chapters summarizes the findings of a BBDO survey on local tv advertising and station practices.

More than two-thirds of the stations produce filmed commercials for local advertisers, at costs ranging from $16 to $1,500 for a minute film. Often the stations help prepare the copy for local customers before the campaign is sold.

As to rates: 63% said they have separate local and national rates—the latter a higher figure. The answers as to how much higher ranged from 11% to 39% to "varies from day to day."

■ Most stations derive less than half their total revenue from local business, but 61% of the outlets said their local business is increasing. Many stations think national advertisers are missing a bet by not taking advantage of strong local sales personalities to push their products, according to Mr. Bellaire's book. #

Bartell, Gotham Form Hemisphere Television Corp.

Two U.S. radio-tv station operators—Bartell Broadcasters and Gotham Broadcasting Co.—have formed Hemisphere Television Corp. to install and operate tv stations outside the U.S., beginning with the Republic of Haiti in the Caribbean. Hemisphere has been granted the exclusive tv franchise for Haiti, with opening date set for Nov. 1.

Fount Whip Names Ross Roy

Fount Whip Inc., Los Angeles, has appointed Ross Roy Inc., Los Angeles, to handle its advertising. The company produces Fount-Wip, Fount-Kit, Bake-Wip, Java-Mix and Fount-Top bakery topping.

'Simplicity' Cuts Rates, Sets Ads to Push New Page Size

NEW YORK, July 15—Simplicity Pattern Co. will switch the format of *Simplicity*, its pattern and fashion magazine, from *Time*-size to digest size with the spring, 1960, issue.

At the same time the magazine will increase its circulation guarantee from 575,000 to 600,000 and will chop nearly $1,000 off its base page rate—from $3,375 to $2,400 per b&w page. Cover price (50¢) and frequency schedule (three times annually) will remain unchanged.

According to the publisher, the switch to pocket size—unique in the fashion magazine field—will be made to beef up editorial content and to capitalize on the "proven popularity" of the digest size.

An ad campaign heralding the format switch is scheduled in February issues of *Ebony, Everywoman's Family Circle, Farm Journal, Good Housekeeping, Parents' Magazine, Photoplay, True Story* and *Woman's Day*. In Canada, *Chatelaine* and *La Revue Populaire* are scheduled. Color pages will be used.

Bryan Houston Inc. (now Fletcher Richards, Calkins & Holden) is the agency. #

Conroy Heads Canada Chrysler Operation of Grant

WINDSOR, ONT., July 17—Grant Advertising has named Robert B. Conroy supervisor of its newly-acquired Chrysler Corp. of Canada account—Dodge and De Soto cars, Dodge trucks and all Canadian tv.

Mr. Conroy, a Grant vp, handled public relations for the agency's Detroit office, and formerly was account executive on Plymouth when Grant was handling tv for the line. He will work out of the Windsor office.

Sidney Wallach, formerly pr director for Grant's Los Angeles office, has been named account executive on Chrysler in the Toronto office.

Harry T. Davis, formerly advertising manager of the Ford-Edsel-Monarch division of Ford Motor Co. of Canada, has joined Grant's Toronto office as director of merchandising.

Grant gained its Chrysler business in Canada last month (AA, June 29). Ross Roy Inc. of Canada, which formerly handled all lines, retained the Chrysler and Plymouth cars and Fargo trucks. #

Buttenheim's New 'Overview' to Replace Two School Books

NEW YORK, July 16—Buttenheim Publishing Corp. today announced details of its new educational monthly, *Overview*. It will bow in January and will incorporate into its format two existing Buttenheim publications—*Educational Business* and *School Executive*, which will continue publication through their December issues (AA, June 15).

The name was selected as representative of a term used by educators to denote broad-scale interests. A pilot issue will be published late this summer.

Initial circulation will be between 33,000 and 36,000 copies. The base advertising rate (one-page, b&w, one-time) will be $775. This compares with $780 for both *Educational Business* and *School Executive*. The average consolidated total qualified circulation of those two publications, as reported by Business Publications Audit, Dec. 31 last, was 32,423. #

N. Y. Pharmacists' Ad Warns Aspirin Is 'Not Harmless'

(*Continued from Page* 1)

ment in 1957, 11% "were caused by aspirin." And in Arizona, the ad notes, there were 88 cases of accidental poisoning in May, 1959 —30 of them "caused by aspirin."

■ In addition to being worried about poisoning by aspirin, the pharmacy group is concerned about rising sales of drugs through supermarkets. The ad concludes therefore with this piece of advice:

"Because aspirin—and many proprietary (patent) medicines—

SO YOU THINK ASPIRIN IS HARMLESS!

(IMPRINT THE NAME OF YOUR LOCAL ASSOCIATION HERE)

An Affiliate of the Pharmacists Society of the State of New York

are so powerful, we believe they should be purchased and handled with great care.

"In fact, we submit for your consideration the idea that all potentially dangerous drugs and medicines—including aspirin—should be sold only in licensed pharmacies by licensed pharmacists or pharmacy students in their last two years of college. Furthermore, these persons should be required to acquaint the purchaser with the nature and possible effects of the drug he is considering buying.

"This, we believe, would give valuable protection to the public's health and welfare—to *your* health and welfare." #

Parrish to Merge With Gaertner, May Revive Agency Wing

NEW YORK, July 15—Amos Parrish & Co., now refinanced, this week announced a merger with another retail consultant, Fred Gaertner Jr. & Associates.

The two companies will combine on Aug. 1. The new organization will operate under the Parrish name, with Gaertner as a division.

■ Parrish recently emerged from Chapter 11 reorganization proceedings under the Bankruptcy Act (AA, May 4). Creditors' claims totaling some $375,000 have been settled for 15%.

Parrish services several hundred retailers with a wide range of merchandising and design services. At one time it had an active advertising agency division and the company said this week that plans are in the works to reactivate this business, probably by acquisition. #

Westinghouse Unit to McCann

Canadian Westinghouse Co. has appointed McCann-Erickson, Toronto, to handle its industrial control division, Toronto, succeeding F. H. Hayhurst Co.

THREE STERLING LADIES CHART OFF-CAMPUS COURSES

(with Sunset their text-book)

As the wife of Stanford University's president, Mrs. Wallace Sterling regards travel as part of her family's education. Ever since the family first came to Stanford, Mrs. Sterling has taken her son and two daughters on exploratory trips of the West; trips frequently inspired by Sunset Magazine and Sunset Travel Books.

It began a long time ago, with a tour of the Old Stagecoach Road to the mission at Soledad, California. It has continued through the years with other "Sunset tours." Today, with son Bill attending Stanford-in-Germany, Mrs. Sterling and her daughters continue the family tradition.

Sunset is proud to be the text-book for such projects, for travel in and beyond the West is one important quadrant of Sunset service. The others are Western homes, gardens and foods; and here, again, Mrs. Sterling is a Sunset devotee. She is a constant user of Sunset recipes, and often takes friends to tour Sunset's office and gardens at nearby Menlo Park (which are open to the public every weekday).

This suggests something of Sunset's influence upon its readers. For Sunset readers are Citizens of the West and Hawaii, and Sunset is their guide-book to a way of life different from that in any other part of the world. This explains, in part, the *closeness* between Sunset and its readers, which would be impossible to duplicate under any other set of circumstances.

One can hardly say that Dr. and Mrs. Sterling are typical Sunset readers, for there is no such thing as a "typical" reader. The West is peopled by individualists. But their loyalty to Sunset, and reliance upon it, *are* typical of that which has made Sunset the most influential, the most closely *personal* magazine circulated in the seven Western states and Hawaii.

That is why Sunset is the *reading habit* and *buying guide* of nearly two million adult readers. This is a highly *selective* audience, for whose discerning members Sunset is the influential—and indispensable—Magazine of Western Living.

Mrs. Sterling, Judy and Sue pack the station wagon for the family's week-end jaunt into the California countryside. The Sterlings live in the Stanford residence formerly occupied by Mr. and Mrs. Herbert Hoover. It was a gift of Mr. Hoover to the university.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE PUBLISHING CO., MENLO PARK, CALIFORNIA

More readers.....

THE TRIBUNE GETS 'EM

.....more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

The Editorial Viewpoint . . .

TV Program Control

It is difficult to determine what the Federal Communications Commission will make of the testimony of advertising agency tv directors in the current hearings, in which FCC is investigating the extent to which networks or others control programming.

But it is not too difficult to determine how advertising people feel. They feel that networks control the vast majority of programming, and they don't mind it very much. In fact, if you read just a tiny bit behind the lines of agency admen's testimony, you get the pretty strong impression that they expect networks to exercise still more control in the future, and that this is not going to make the agency people as unhappy as some might think.

The dilemma, from the FCC standpoint, is that networks are a kind of non-existent, ephemeral body as far as FCC and broadcast law are concerned, and control of programs is supposed to reside with individual stations which hold licenses.

But the testimony of leading television people at leading agencies made it clear that advertisers are not too unhappy over present conditions, and actually welcome network control over programming. It circumscribes their own area of operation, but it is such a costly and hazardous job to pick broadcast winners that one gets the impression the agency boys are pleased to be relieved of the chore.

From the standpoint of advertising, therefore, it might be said that there is almost unanimous agreement (there will be some notable dissenting voices) that enlightened realism calls for a change in the rules which would specifically give networks control over their program content.

It seems clear, too, that despite everyone's disclaimers, the television advertising scene is more and more closely approaching the magazine concept.

The testimony of Peter Levathes of Young & Rubicam before the FCC hearing is indicative of what to expect. Mr. Levathes said he does not want to see tv evolve into a kind of run-of-schedule system, with an advertiser buying a piece of time much as it now buys a magazine page. But in almost the same breath he outlined two "advantages" of one-hour multiple-sponsor shows, which are the nearest approaches so far made to a run-of-schedule magazine concept system.

Such shows, he said, serve two purposes: They enable the small advertiser, who can afford a minute but not a full show, to get on the air; and they permit the big advertiser to diversify his tv coverage and spread his risks by participating in many shows and time periods.

Those are two potent arguments for the run-of-schedule magazine concept system.

Diffusion of Responsibility

James Lavenson, head of the Lavenson Bureau of Advertising, Philadelphia, laments the abdication of responsibility by clients and the enforced entrance of agencies into many areas beside those of creating effective advertising.

"In the last ten years of our growth from 'small' to 'medium' size agency," he reported, "we reached the point at which . . . supplementary services were added. Such additions to the basic job of creating and placing advertisements included marketing, merchandising, research, sales analysis, new product development, public relations and often, management counsel . . .

"The better job we performed in these corollary fields, the more surely we were made responsible for them . . . If we would suggest new products one year, the next year we found ourselves 'responsible' for creating more new products. That was when we realized that some clients were inclined to vacate some of their own leadership responsibilities and expected us to assume them."

Mr. Lavenson asks for clients "who will not abdicate the leadership role which is rightfully theirs and who will take full responsibility in the administrative, policy-making and over-all planning of their organizations."

We understand Mr. Lavenson's plaint, but we are afraid he is hopelessly caught. As we have pointed out before, the science of business management seems to be devolving into deciding which outside experts to hire to run your business. And advertising agencies are adding services in self-defense, if for no other reason.

If they don't take over management chores, some other consultant will.

Gladys the beautiful receptionist

—Overheard on a commuters' train.

"Yeh, we're doing a total marketing job for the new client. You know —everything except advertising."

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

What They're Saying . . .

Know Your People

In order to provide overseas operations with the best possible advertising, we must first of all be fully acquainted with our overseas media and with the philosophy, and basic living conditions of the people we are trying to reach. We must know their likes and dislikes, their prejudices and the reasons behind their thinking.

All effective advertisements, whether they appeared here or abroad, succeeded because they presented an appealing and motivating idea. You know from your own study of advertising that what people actually buy are ideas. To sell a product, we must stimulate ideas for its use, or create the idea in the mind of the reader that it is to his advantage to do business with us. If the advertisements are to get results they must be noticed and they must convey these ideas. Contrary to what many people believe, our customers overseas are a highly imaginative lot, attracted and influenced by new appeals, layouts and designs. Thus, just as these methods appeal at home, so advertising abroad—to be effective—must be new, fresh, and brimming with ingenuity and creativeness.

—Irwin A. Vladimir, chairman, Gotham-Vladimir Advertising, New York, during Journalism Week, University of Missouri, Columbia.

Obligation to Students

We have an obligation to impart to our students an understanding of both the privileges and responsibilities inherent in the professional estate. The truly professional man must be imbued with a sense of responsibility to employer and client, a high code of personal ethics and a feeling of obligation to contribute to the public good . . . By precept and example, we must convey [to students] a respect for moral values, a sense of the duties of citizenship, a feeling for taste and style, and the capacity to recognize and enjoy the first-rate.

—President **Julius Adams Stratton**, Massachusetts Institute of Technology, Inaugural Address, June, 1959.

Rough Proofs

When Hawaii was asked to approve statehood through a plebiscite, it was like asking the state of Wisconsin to approve another National League pennant for the Milwaukee Braves.

•

"Bates acquires Hobson agency as British unit," the headline says.

The decision was Hobson's choice, as well as that of Bates, of course.

•

"One-third of all commercials," asserts N. W. Ayer & Son, "are completely ineffective in selling the product."

That should entitle them to be classified as non-commercials.

•

Executives and professionals, reports *Time*, increased in number during the past ten years twice as fast as the total labor force.

Do you suppose the appointment of all those advertising agency and bank vice-presidents had anything to do with this statistic?

•

Postmaster General Arthur Summerfield insists "Lady Chatterley's Lover" in the unexpurgated edition is obscene, probably because that's also his feeling about the four-letter words scribbled by small boys on board fences.

•

The Bruce Barton who designed the jacket for the new American edition of "Lady Chatterley's Lover" is not the man everybody knows, who wrote "The Man Nobody Knows."

•

A correspondent says his minister, using cigaret analogy in a sermon, referred to Marlboro as "the thinking man's cigaret."

That should enrage the makers of Viceroy to the point of running a special campaign in *Christian Herald*.

•

"You gotta get up to get some attention!" says a house ad for ADVERTISING AGE.

Like a flagpole sitter, frinstance?

•

J. Walter Thompson reports on the Two-House Family, "America's newest marketing phenomenon."

The market doesn't include the remarkable Mr. Pennypacker, of course.

•

Bunky Knudsen, who is pushing Pontiac into a close race with Plymouth for the No. 3 sales spot in the automobile world, must be a chip off the old block.

•

"Nielsen ends tv measurement battle in England, merges with rival TAM."

Fighting is good, clean fun, but after a while it gets to be an expensive luxury.

•

Railway freight traffic managers must be an unusually quiet lot, for with passenger advertising down substantially, it's still twice as big as freight, which produces most of that revenue and practically all of the profit.

COPY CUB.

The Washington Post's

editorials are quoted more

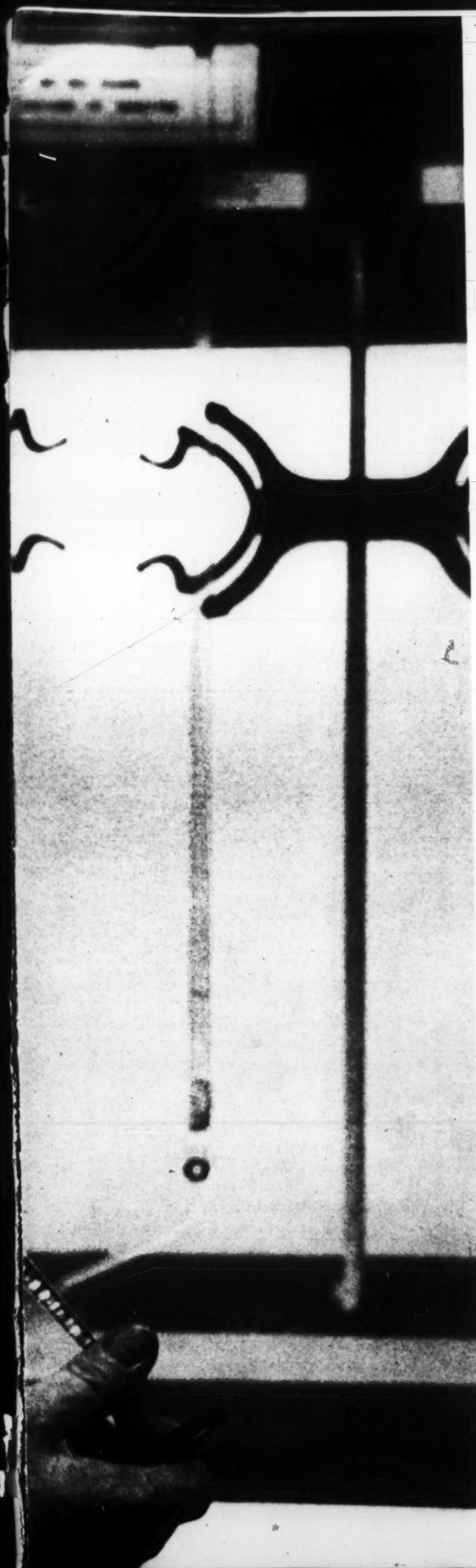
in the Congressional Record

than those of any other

newspaper in the world.

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.



BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aviation market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week

Including ***Space Technology***

A McGraw-Hill Publication. 330 West 42nd St. New York 36, N. Y.

Aviation's largest engineering-management audience.

ABC PAID CIRCULATION 71,950

MARKETING FACT FILE: TRAVEL

THE TRAVELER IS A WOMAN

FACT: "Americans spent a total of $26 billion last year on travel or $215 per person.
Source: Asta Travel News: June 1958; Street & Smith Research Department

CHARM readers spend twice as much on travel and vacations as the average American.

LAST YEAR 103 distinguished travel advertisers reached their most lucrative travel market in **CHARM** – the Magazine for the Exciting Woman with a Job.

CHARM IS THE MOST SUCCESSFUL WOMAN'S MAGAZINE IN THE TRAVEL FIELD

CHARM SETS WOMEN IN MOTION

CHARM
575 MADISON AVE., NEW YORK 22, N.Y.

Katz Adds Two, Names Two

Katz Agency, New York, media representative, has been named to represent WBAY and WBAY-TV, Green Bay, Wis., formerly handled by Weed Radio Corp. and Weed Television Corp. Katz also has named David S. Allen and Leonard J. Morreale to its tv sales staff. Mr. Allen formerly was an all-media buyer at Benton & Bowles. Mr. Morreale was sales manager of the extended market plan at CBS-TV.

SCI Names Three VPs

Myron Sanft, creative director, James C. Wickersham, marketing executive on the Westinghouse, Columbia Records and Allied Chemical accounts, and Anthony C. Kupris, marketing executive on the Tyrex, Schenley and National Airline accounts, have been elected vps of Sales Communication Inc., sales development affiliate of McCann-Erickson Inc.

TIE IN—*Chesebrough-Pond's and Sabena Belgian World Airlines have joined in a tie-in campaign, featuring a "Passport to Paradise" contest. J. Walter Thompson is handling the tie-in drive. JWT is Pan American's agency; Marschalk & Pratt handles the Sabena account.*

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

Circulation of Dailies Hit Record 112,114,938: ABC

CHICAGO, July 14—Daily and Sunday newspaper circulation in the U. S. and Canada hit a record high in the six-month period which ended March 31, 1959.

The Audit Bureau of Circulations reported that circulation reached a record aggregate average issue high of 112,114,938 copies. This figure is 431,896 copies greater than the last record set in 1957 of 111,683,042 copies, and is a gain of 849,724 copies more than the 1958 total of 111,265,214 copies.

The ABC study covers 1,840 daily newspapers with morning, evening or all-day issues, and 559 Sunday newspapers. A total of 16 U. S. dailies make no report of their circulation.

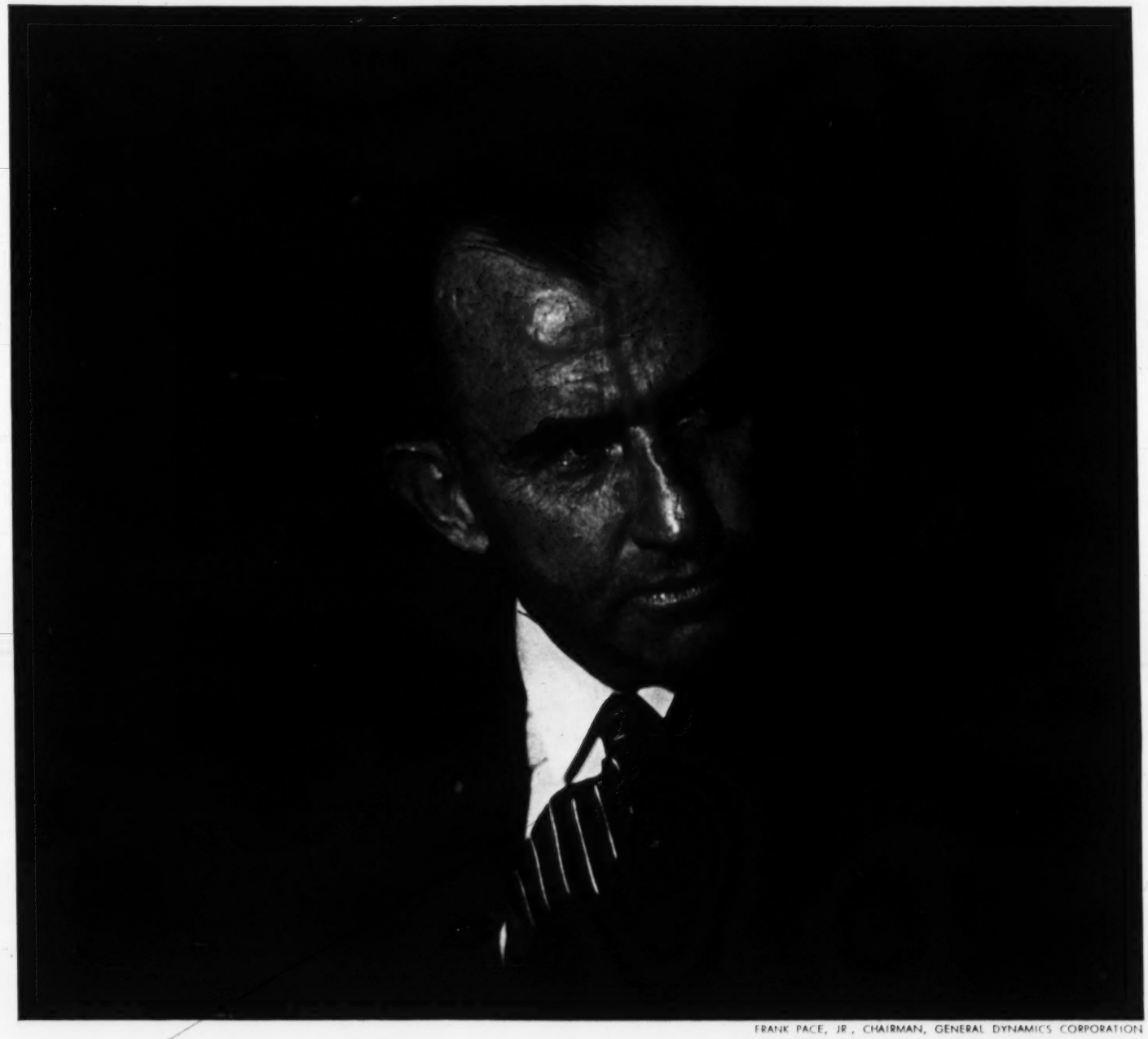
■ Of the aggregate circulation total, ABC member newspapers account for 107,848,854 copies or 96.19% of the total. Non-ABC members, which include 36 morning, 544 evening and 108 Sunday, account for the remaining 4,266,084 copies. #

Zeff & Associates Adds One

W. F. & John Barnes Co., Rockford, Ill., manufacturer of machine tools for the automotive field, has appointed Roy Zeff & Associates, Skokie, Ill., to handle advertising and pr for its recently organized food and container division. The new division will make automatic case packers, basket loaders and unloaders and conveyers for the food processing field.

Meredith Opens in Atlanta

Meredith Publishing Co., Des Moines, publisher of *Better Homes & Gardens* and *Successful Farming*, has opened an advertising sales office at 1372 Peachtree Ave., Atlanta. James J. Sommerville, who has been with Meredith since 1956, will be resident manager.



FRANK PACE, JR., CHAIRMAN, GENERAL DYNAMICS CORPORATION

Corporate leader: missiles, jets, atomics, electronics

Consider the extraordinary complex that is General Dynamics. Among its products: the Atlas ICBM, the supersonic B-58, the near-sonic 880 jet transport, the unique Triga reactors, the Navy's nuclear submarines — Nautilus, Skate, Skipjack, Triton. Motivation: maintenance of the peace. Manpower: more than 20,000 engineers and technologists. Directions: into space, under the sea, inside the atom. Goals: discovery and utilization of advanced knowledge; expansion of profits from commercial and defense business. These alone, surely, are sufficient reasons why Chairman Frank Pace and many of his associates subscribe to Business Week. But why is General Dynamics also an important Business Week advertiser? Because management men everywhere — even your own best customers and prospects — vote this, the only general-business news weekly, "most useful" of all general-business and news magazines. That's why you, too, will find more management readers for your advertising dollar right here in Business Week than in any other magazine in its field.

A McGraw-Hill Publication

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

The CHARLESTON Market Is West Virginia's No.1 Market

PROGRESS IN THE CHARLESTON MARKET—Here is the new Kaiser Aluminum plant at Ravenswood, W. Va., in Jackson County where the Charleston Newspapers have 40.9% Family Coverage. Employing some 3,500 people this plant, its satellites and service establishments is rapidly transforming a semi-rural area into a fast-growing industrialized region.

The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

Represented Nationally by JOHNSON KENT, GAVIN & SINDING, INC

Plymouth Men Pick Fight with London to Push Their Gin

NEW YORK, July 14—The distillers are turning into a group of joiners. Bourbon has its institute, Four Roses has its society, and now there's the new Society of Plymouth Men (overseas chapter).

Now besides showing off your Irish whisky Pride or Profit badge, your Four Roses membership card and your Akvavit ice cube permit, you can flourish an identification card which establishes you as a loyal member of the Plymouth gin society. The card also gives your personal recipe for a perfect martini.

The organizers of the new society are Schieffelin & Co., importer of Plymouth gin from England, and its agency, Donahue & Coe. The society evolved as part of a campaign introducing Plymouth gin to the U.S.

A man can't be jostled about his Gin

PLYMOUTH GIN
IMPORTED from ENGLAND

WAR BEGINS—*This is the opening ad in the Plymouth gin magazine series.*

The campaign, according to Bill Schneider, plans board chairman of Donahue & Coe, was predicated on two things: (1) Anyone who drinks imported gin is a fanatic of sorts about his gin, and (2) while many gins are made in London, only one is made in Plymouth.

■ Combining these two observations, Mr. Schneider came up with the idea of a war between the London and Plymouth men, which could be fought out in an unending series of cartoon drawings. The idea was so graphic, Mr. Schneider told ADVERTISING AGE, that the client approved it without even seeing a layout.

The first ad shows two mounted knights locked in combat in a castle courtyard. The headline reads: "A man can't be jostled about his gin."

The copy explains: "For centuries, men have jousted but never jested about the merits of Plymouth gin versus London gin. Many gins are distilled in London. Many London gins are distilled elsewhere too. But there is only one gin from Plymouth—and this is original Plymouth gin . . . Plymouth fanciers steadfastly challenge the London men and feel so strongly about the superiority of Plymouth gin that they have formed an international society.

"Here in America, it is known as the Society of Plymouth Men (overseas chapter). It is a rapidly growing band of knowing men who proudly show their membership cards that bear their own specifications for the perfect martini. You have but to savor Plymouth gin yourself and you will be hailed into this select society. You'll be proud to take sides and become a Plymouth man."

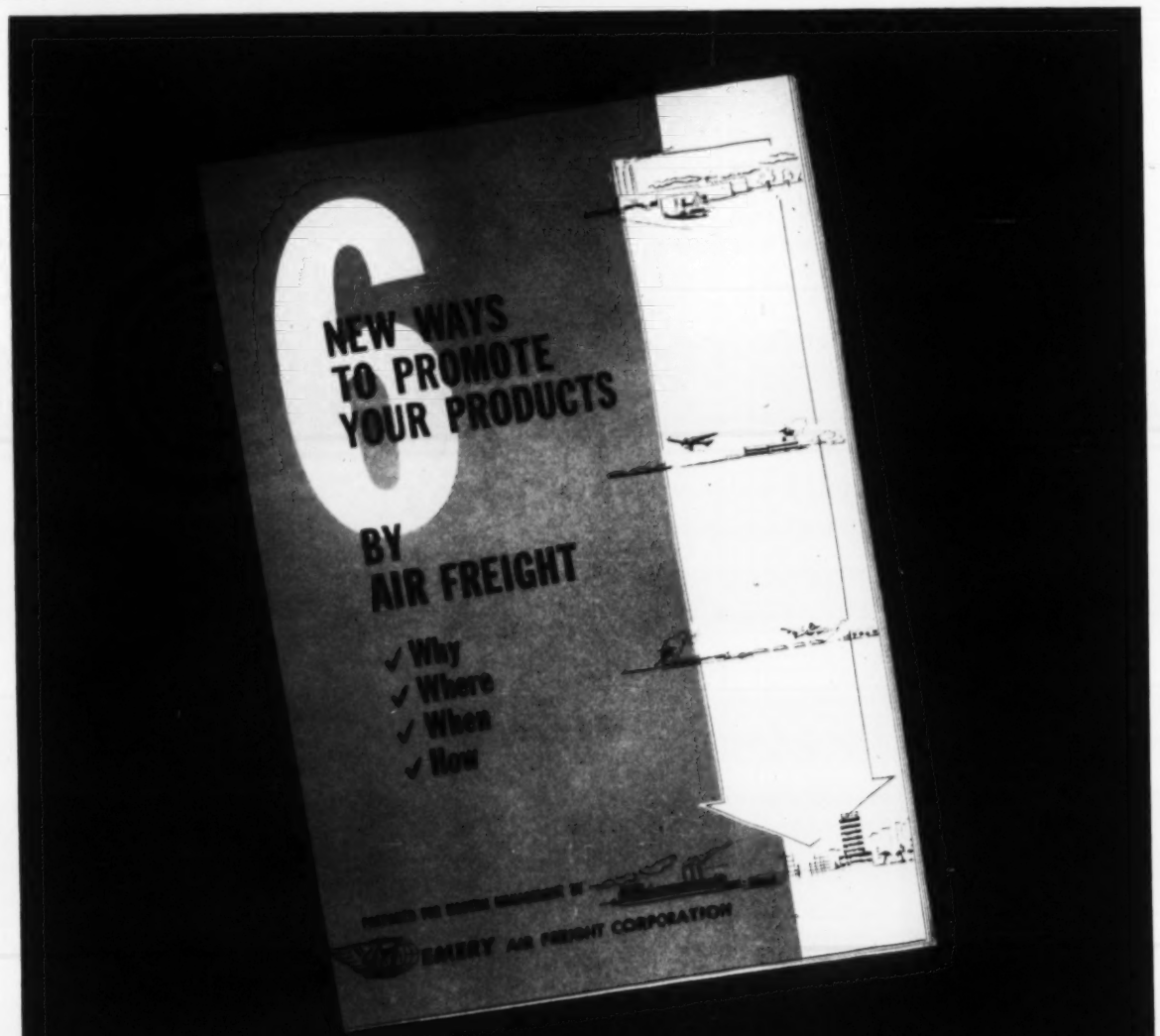
■ The ads are running monthly in *Sports Illustrated* and *The New Yorker*. A membership card is affixed to each bottle, and the campaign is further promoted by menu clip-ons and table tents.

Letters extending honorary memberships are being sent to consumer lists supplied by distributors. Individual bar operators are also being made knight defenders and recruiters for the society.

As bar ornaments, the company is also offering "gurgling fish jugs" and knight statuettes. #

St. Regis Boosts Boudreau

Stephen D. Boudreau Jr., formerly assistant advertising manager, has been appointed advertising manager of St. Regis Paper Co., New York. He will report directly to William B. Bunn, new director of advertising and sales promotion (AA, July 6).



WRITE TODAY...

for your copy of this timely booklet on how you can use air freight profitably in the *distribution of advertising, sales promotion and display material . . .*

Companies of every size in every field are finding that planned use of fast, dependable Emery Air Freight offers many advantages including more production time, simultaneous nationwide distribution, faster on-time deliveries at costs often lower than ordinary transportation.

Simplify distribution of sales promotion material—let Emery do the *whole* job.

For your free copy of "6 New Ways to Promote Your Products by Air Freight"
—Call your local Emery office or write:

EMERY AIR FREIGHT CORPORATION
Dept. AD, 801 Second Avenue, New York 17, N. Y.

Ward Neff, 68, Head of Cornbelt Publishers, Dies

BOULDER JUNCTION, WIS., July 14—Ward A. Neff, 68, president of Cornbelt Publishers, Chicago, died of a heart attack at his summer home here July 11.

Two years after he was graduated from the school of journalism at the University of Missouri, Mr. Neff in 1915 became owner of the *Kansas City Drovers Telegram*, upon the death of his father, Jay H. Neff. Following World War I, in which he served in the Army, Mr. Neff organized Cornbelt Publishers.

It publishes daily newspapers devoted to livestock marketing. These include the *Chicago Daily Drovers Journal, Kansas City Daily Drovers Telegram, Omaha Journal-Stockman*, and the *East St. Louis Livestock Reporter*. The company also owns and operates WAAF, Chicago radio station.

Mr. Neff last year received an honorary LL.D. degree from Baker University, Baldwin, Kan., and in May this year he was elected to the newly established hall of fame at the University of Missouri school of journalism. Several years ago he donated to the school the building known as Jay H. Neff Hall, in memory of his father. In 1923 he served as president of Sigma Delta Chi, national professional journalism fraternity.

JOHN D. BOGART

EAST HANOVER, Mass., July 14—John Dutton Bogart, 80, one-time general manager of all Hearst properties, died July 10 at a nursing home here.

Born in New York, Mr. Bogart was graduated from Yale, where he was elected to Phi Beta Kappa. He served in the field artillery in both the Spanish American War and World War I.

He started his newspaper career on the old *New York Evening Journal* as a reporter in 1901. Later he became city editor and then was named advertising manager of both the *Journal* and the *New York American*. From that post he was appointed assistant manager of all Hearst papers there.

From 1919 to 1922 Mr. Bogart was general manager of the Hearst properties. From 1922 to 1934 he was general manager of the *Times*, Brockton, Mass., until that paper was merged with the *Brockton Enterprise*. Thereafter he served as general counsel for all Boston newspapers. He retired about 12 years ago.

His son, John A. Bogart, is manager of industrial relations of the *New York Herald Tribune*.

G. L. WEAVER

TORONTO, July 14—E. G. L. Weaver, prominent in Toronto and Montreal advertising, died at his Toronto home July 4. Born in England, Mr. Weaver came to Toronto in 1922. He was an account executive of Albert Jarvis Ltd.

GEORGE F. BAZIN

NEW HAVEN, July 14—George F. Bazin, 63, former advertising director of the *Register*, New Haven afternoon and Sunday newspaper, died July 9. A native of New York, Bazin was associated with the *Register* for 41 years, starting as a local advertising salesman in 1930. He later advanced to national advertising manager and then advertising manager. He had been taken to St. Raphael's Hospital three weeks ago.

EVAN W. HAYTER

TORONTO, July 14—Evan Walter Hayter, 48, president since 1952 of McCann-Erickson (Canada) Ltd., died here July 11. Following his graduation from the University of Western Ontario, he began his career as a reporter on the *Free Press*, London, Ont. Later he joined Goodyear Tire & Rubber Co. of Canada and was marketing and advertising manager there before joining McCann-Erickson seven years ago. Mr. Hayter was a former president of the Advertising & Sales Club of Toronto and one of the founders of the National Sales Executives.

Courtney Crandall Promoted

Courtney A. Crandall has been promoted to exec vp, client service of Dickie-Raymond, Boston. Mr. Crandall was formerly vp in the New England area.

ADVERTISING'S BIGGEST PULL IS THE **KEL-O-LAND** HOOKUP!

Joe Floyd's unique television hookup carries your sales message to 103 counties, 221,810 tv homes, in 5 states.* (NCS No. 3). And it's 92% unduplicated saturation. All eyes are on your product, when you're on KEL-O-LAND.

One single-station rate card (KELO-TV) buys you all of KEL-O-LAND. Result—lowest CPM ever offered.

*South Dakota, Minnesota, Iowa, Nebraska, and North Dakota.

CBS-ABC

JOE FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres. • REPRESENTED BY H-R • In Minneapolis by Wayne Evans & Associates.

covers *the entire State of* **Nebraska*** *daily, better than any Georgia paper covers Georgia.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Special interest magazines

Bride and Home Readers are the most eager shoppers of them all...and advertisers know it.

If sales action is what advertisers look for, they've apparently found it in BRIDE & HOME. Because the total advertising increase for the past three issues is a resounding 76 pages...by far the greatest vote of confidence given any magazine in its field.

And the reason is diamond-bright and dollar wise. Because each issue of BRIDE & HOME, published four times a year, delivers a whole new audience of brides-to-be—screened prospects with the urgency of making their wedding and home furnishings purchases during their average period of engagement.

There is no waste here—for only girls about to be married are interested in BRIDE & HOME—no others; and on every page a prospective bride turns, she gets shopping guidance for every type of merchandise.

And there is another facet to this "immediate buy" market. In addition to cash in hand, plus gifts, BRIDE & HOME's readers represent a continuing market of prime customers. Surveys show that 30% of all BRIDE & HOME readers continue working after marriage—creating a distinctive dual income market. And a thriving ad increase to reach this audience is proof that BRIDE & HOME, like other Hearst special interest magazines, *gets* action from advertisers because it *gives* action in return.

For advertisers know that when a magazine is tailored to a specific market—can deliver a pre-sold readership—then action follows. In Hearst Magazines advertiser and reader speak a common language, and as a result editorial and advertising content work in tandem—to spark sales results and profits *at the local level.*

SPORTS AFIELD | BAZAAR | MOTOR | COSMOPOLITAN | SCIENCE DIGEST | POPULAR MECHANICS

© 1959 The Hearst Corporation

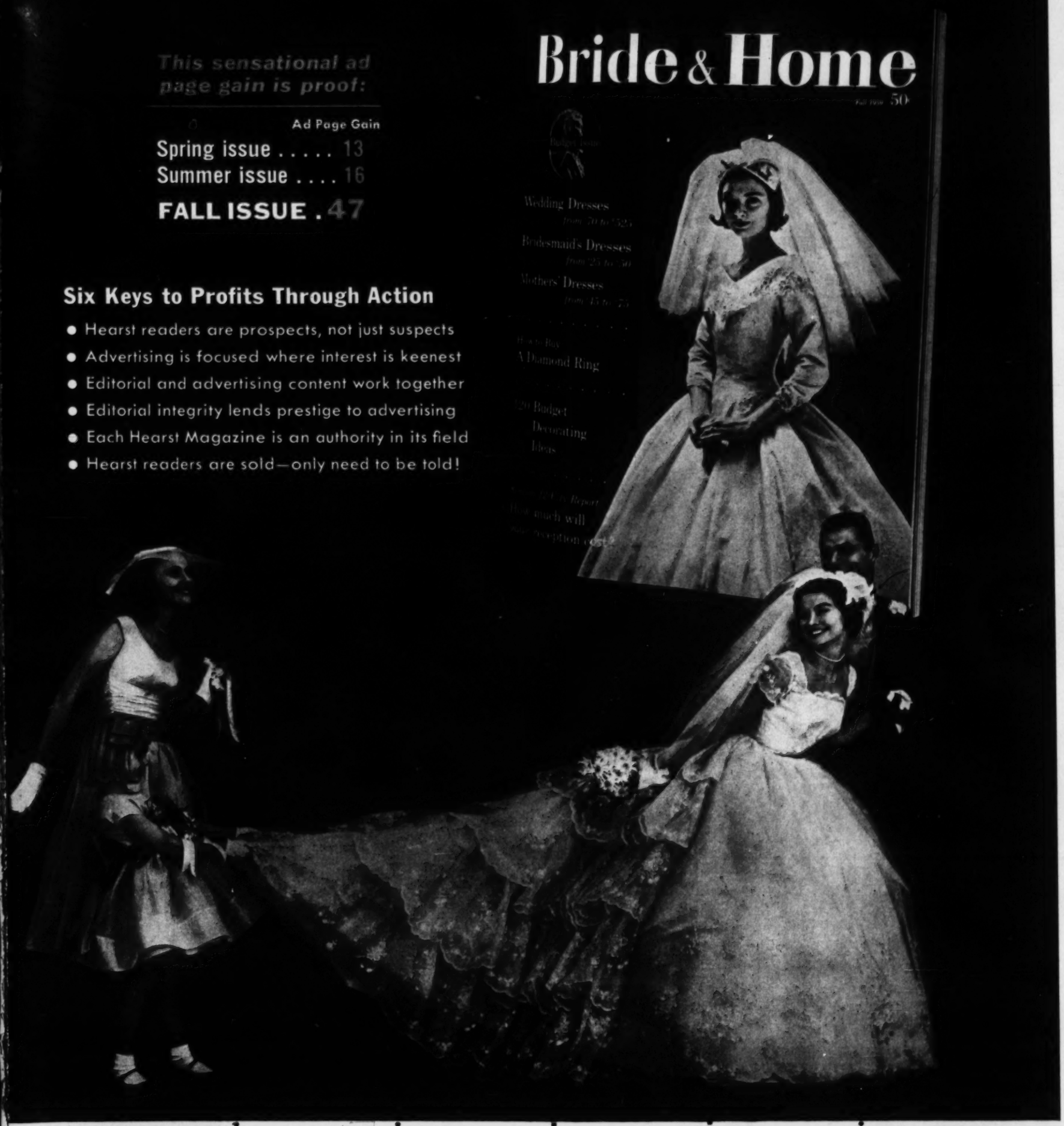
get ACTION!

This sensational ad page gain is proof:

	Ad Page Gain
Spring issue	13
Summer issue	16
FALL ISSUE .	**47**

Six Keys to Profits Through Action

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!



BOAT ING | American Druggist | TOWN & COUNTRY | *House Beautiful* | NEW Medical Materia | Good Housekeeping

HEARST MAGAZINES GET ACTION

your key to a
HIGH INCOME MARKET

The ELKS Magazine delivers a class audience of 1,230,998 men with a *median income of $7,220.* 26.1% earn $10,000 or more.

Elks incomes rank 7th among readers of the 53 magazines in the Starch survey.

Higher incomes enable Elks to *spend* more . . . more *often* . . . as shown by the high rating of Elks in most ownership classifications in Starch.

To best reach and sell this high income men's market, advertise in The ELKS Magazine.

More information? Write for a copy of our booklet, "The Elks Market"

THE Elks MAGAZINE

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
360 N. Michigan Avenue

LOS ANGELES 17
1709 W. 8th Street

Take another look at the Cadillac market

WWTV COVERS MORE TV HOMES THAN ARE IN ALL OF VERMONT!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Even after you've covered the Detroit, Kalamazoo and Grand Rapids markets, *Michigan still offers you LOTS of TV opportunities!*

WWTV, Cadillac, reaches more television homes than there are in the state of Vermont*, and no other station even approaches WWTV's popularity—Pulse leader in 305 of 332 quarter hours surveyed (Nov. 5-12, 1958)—in the big Northern Lower Michigan market!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Vermont has 92,500 television homes. NCS No. 3 gives WWTV a nighttime weekly circulation of 106,130.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM - TV - FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Getting Personal

Ed Gerbic, marketing vp at Heublein, has been vacationing and calling on accounts in Europe since mid-June. He'll be back Aug. 1. His wife and son are accompanying him . . . Doree Joyce Mendelsohn and Nelson Jay Goodman, son of **Herman S. Goodman,** co-publisher of the *Scrantonian-The Scranton Tribune,* were married at the end of June . . .

Richard Winn was ordained an Episcopal priest July 4 in Garden City, N. Y., ending his career as a freelance N. Y. copywriter. Several years ago, he and his father operated an agency, Winn & Winn, in Washington, D. C. Ordained at the same time was **Rev. Ferdinand D. Saunders,** who resigned a while back from IBM after 13 years as an account executive . . .

Vivienne Morfogen, table setting editor for *Living for Young Homemakers,* was married June 27 to **Murray Brauman,** space buyer at D'Arcy Advertising, New York . . . **Dick Olanoff,** senior copywriter of Wermen & Schore, Philadelphia, has a new daughter, Dinah . . .

David L. Harrington, head of Reuben H. Donnelley Corp., has been elected president of the Off-the-Street Club, the Chicago ad fraternity's club for boys and girls. Formerly vp of the club, he succeeds **George H. Hartman,** head of his own Chicago agency. Other new officers: 1st vp, **Val S. Bauman,** vp of National Tea Co.; 2nd vp, **Robert J. Koretz,** director of Foote, Cone & Belding; and secretary, **F. F. Strother Cary Jr.,** administrative vp of Leo Burnett Co. . . .

George E. Breen, director of consumer research of the Stanley Works, New Britain, Conn., has been awarded the degree of doctor of philosophy in economics by New York University—the result of several years' studying the marketing research activities of 1,366 companies. The study will be published by the American Marketing Assn. . .

DESIGN AWARD—*Alfred Guerra, art director of Mogul, Lewin, Williams & Saylor (right), receives a certificate of merit for the design he submitted for the 1960 TB Christmas Seal. The award, one of ten honorable mentions, is presented by Dr. Thomas N. Sheen, president of the New York Tuberculosis and Health Assn. Last year, another Guerra design won the competition and was used as the official 1958 Christmas Seal.*

David Mackenzie Ogilvy, president of Ogilvy, Benson & Mather, has taken on the chairmanship of the "public participation program" of the Lincoln Center for the Performing Arts, to help raise funds for the 12-acre Manhattan art center . . . **Russell Ziegler,** ad director for Cluett, Peabody & Co., has been elected president of the Allergy Foundation of America, a national voluntary health agency . . .

Sigmund Gottlober, director of National Theater & Concert Magazines, is recuperating from an unexpected eye operation which is keeping him away from the office for a few weeks . . . **Christopher Cross,** assistant to the president of Grant Advertising, Chicago, and his wife Lois are the parents of a 7-lb. girl, Stephanie, born June 9. She's their first . . .

Leroy E. Paltrowitz, ad director of the *News-Times,* Danbury, Conn., has been named to his tenth one-year term as president of the United Jewish Center of Danbury . . . Martin Weinrich, 17-year-old son of **Al Weinrich,** in charge of media and marketing at BBDO, has been awarded a national merit foundation scholarship . . . **William Dwight,** Massachusetts publisher and immediate past president of ANPA, has been elected to a ten-year term on the board of trustees of Mount Holyoke College . . .

Robert Haag, senior vp, Kastor, Hilton, Chesley, Clifford & Atherton, and model Bernadette Hynes will be married July 25 . . . Lisa Anne Cerick, fifth child and second daughter of the **M. Michael Cericks,** weighed in at 9 lbs., 10 oz. on July 10. Papa is natonal ad manager of *Missile Design & Development,* New York . . .

Shirley Ann Morrison, of Cunningham & Walsh in New York, became Mrs. Francis L. Valente Jr. on July 11 . . . **Edwin A. Peeples,** of Gray & Rogers, Philadelphia, is the author of a book on writing, "The Story Teller's Handbook," to be published by Doubleday next spring . . .

Richard F. Goennel, of the New York sales staff of *Ladies' Home Journal,* wrote an article called "Life Raft" appearing in the July issue of *Yachting* . . .

John Berg, of George H. Hartman Co., shot a hole-in-one at Silvermine, Conn., Golf Club July 7. It was the club's first ace, and the first for John . . . **Maxwell Fox,** pr director of the Advertising Council, touring Scandinavia with his family, writes that the food is superb . . .

The posters that invite the Russian people to the opening of the American National Exhibition in Moscow are the work of **Herb Lubalin,** vp and exec art director of Sudler & Hennessey . . .

Inside Los Angeles there's a Hidden City* and...

A MILLION YOU'RE MISSING

if you're not in The Mirror News

Meet a Hidden City Husband...

He's likely to be a professional man. Lots of Hidden City husbands are and most of them are on their way up in well-paying occupations. Good thing, too, for their young wives—more than half are 39 or under—are enjoying the buyingest years of their lives. And Hidden City parents have 428,888 children—more children per family than the homes reached by any other weekday metropolitan newspaper in Los Angeles. Multiply one high-buying Hidden City family by 310,260 and you have a giant-sized market, spending $1½ billion annually on food, autos, apparel, appliances and you name it. Chances are their purchases are motivated by something they see in The Mirror News because 4 out of 5 families in the Hidden City take only The Mirror News as their Los Angeles metropolitan weekday newspaper.

***It's bigger than Houston** ... or San Diego, Pittsburgh, Atlanta, New Orleans, Kansas City, Portland and a lot of other big cities you'd never dream of overlooking.

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER

Big Shopping Center Open

MIRROR NEWS

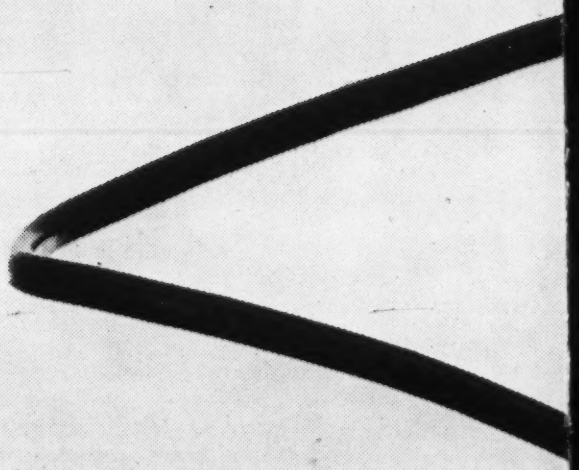
RECORD GROWTH SEEN IN LOS ANGELES AREA

Good Day Predicted Today

LOS ANGELES EVENING
MIRROR NEWS

Represented by O'Mara & Ormsbee,
New York, Chicago, Detroit, San Francisco

in the last
18 months...
137 different
national advertisers...



Here are five important reasons why:

campaign strategy—Today the *campaign* is all. No individual show can do the complete job. The advertiser's ultimate goal is the total audience, *all* prospects—not just isolated groups. And this year NBC Radio continues to deliver more of the top campaign audiences than any other network.

pure economics—With NBC Radio you can make more advertising impressions for less cost. Further, NBC Radio can add more to an existing campaign than can any other medium. For example, an advertiser with a 90-minute TV Special can increase his reach by 28% for an 8% additional investment on NBC Radio.

program dispersion—NBC Radio gives advertisers more opportunities to reach more diversified audiences with: 44 hours of network programming per week; 14 hours of weekend Monitor; 10 hours of weeknight Monitor; 10 hours of morning dramatic programs weekly; 10 hours of afternoon variety programs weekly; Hot-Line Service; Monday-through-Friday News on the Hour; and Stardust—supplying top star identification 85 times weekly.

flexibility—Announcements are available in ninety, sixty, thirty and six second lengths. They can be ordered in the afternoon and on the air the same evening. Weekly plans begin for as little as $300 and range to $30,000. Advertisers may purchase entire programs, star vignettes, or a pure frequency schedule.

extra services—NBC Radio has pioneered the development of new links with both the consumer and the dealer. Among the most significant: NBC Radio's National-Local Plan with the advertiser's network commercial tailored for local dealer cut-in; editorial support such as the current "Summertime Is Outdoor Eating Time"; closed circuit dealer meetings; and a long list of inventive plans that add both reach and return for the advertiser.

These are the reasons so *many* advertisers are attracted to NBC Radio and why *52.1% of all reported sponsored hours in network radio are on the leadership network, the . . .*

. . . have signed with the . . .

NBC RADIO NETWORK

BUY A KING-SIZE MARKET

EL PASO — CAPITAL CITY OF The Fabulous Southwest

BUILDING PERMITS
$67,001,928
gain of 167%
over 1950
Further proof that El Paso is still on the Grow.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Balsam Adds 3 Accounts

Three companies have appointed Balsam Advertising, Pasadena, Cal., to handle their advertising and publicity. They are Gertsch Products Inc., Los Angeles, manufacturer of test instruments; International Electronics Mfg. Co., Annapolis, and Washington, D. C., supplier of engineering services to the communications field, and Antran, Annapolis, a division of International Electronics, maker of electronic filters.

Reach, McClinton Names 3

Deane Uptegrove, a senior vp and chairman of the creative board of Reach, McClinton & Co., New York, and Richard S. Humphrey, president of Reach, McClinton & Humphrey, Boston division of the agency, have been elected to the board of directors of the parent company. Douglas Raynor, formerly with Albert Frank-Guenther Law, has rejoined Reach, McClinton in Newark as an account executive.

21 Companies Agree to End Misleading Battery Guarantees

WASHINGTON, July 14—Many of the largest oil, tire and mail order houses were scooped up last week as a Federal Trade Commission dragnet yielded stipulation agreements from 21 companies accused of using misleading ads to describe the guarantee which they offer with automobile replacement batteries.

The list of settlements just released are the first results of a nationwide crackdown on battery ads which the commission announced publicly last month (AA, June 1). Other voluntary settlements are reported to be pending, and formal complaints are also said to be under consideration in some instances. One complaint involving Pep Boys, Manny, Moe & Jack of California, has also been announced.

The settlements announced last week involve failure to disclose conditions which are part of guarantees. Each settlement agreement specifies that the advertiser is to stop representing that a battery is guaranteed unless the nature and extent of the guarantee is "clearly and conspicuously disclosed."

■ Typical of the advertising which led to the settlements were these: "Fully guaranteed," "guarantee honored wherever you go," "backed by life-long warranty," "full three-year guarantee," "registered guarantee." FTC said that in most instances the ad fails to disclose that the guarantee is proportionalized, so that it declines in value with each month that passes.

Companies covered by settlements just announced include Atlas Supply Co., Newark; Goodyear Tire & Rubber Co., Akron; Gould-National Batteries Inc., St. Paul; General Motors Corp., Delco Battery division, Detroit; Gulf Tire & Supply Co., Pittsburgh; Firestone Tire & Rubber Co., Akron; Western Auto Supply Co., Kansas City; C.S. Battery Mfg. Co., Chicago; Bill's Auto Stores Inc., Louisville; B. F. Goodrich Co., Akron; Dunlop Tire & Rubber Corp., Buffalo; Electric Auto-Lite Co., Toledo; Esso Standard Oil Co., New York; Electric Storage Battery Co., Philadelphia; Penn-Jersey Auto Stores Inc., Philadelphia; Sears, Roebuck & Co., Chicago; Montgomery Ward & Co., Chicago; U.S. Rubber Co., New York; Hester Battery Mfg. Co., Nashville; White Stores Inc., Wichita Falls, Tex., and Automatic Battery Co. of America, Goldsboro, N. C.

Stipulation agreements constitute settlements, but do not imply admission of guilt. #

Geller Buys Control of Davega

Controlling interest in Davega Stores Corp., New York, 27-store appliance and sporting goods chain, has passed to a group including Max A. Geller, chairman of the board; Joseph Axler, president, treasurer and chief executive officer, and Melvin Axler, exec vp. Mr. Geller is president of Weiss & Geller and is also chairman of the board of New Haven Clock & Watch Co. Joseph and Melvin Axler were formerly president and exec vp, respectively, of Waltham Watch Co. Purchase price was said to be about $900,000.

Peters, Griffin Names Two

Peters Griffin Woodward, radio-tv station representative, has named Robert J. Somerville a tv account executive in its San Francisco office and Hunter Seaborn Bell Jr. a tv account executive in the Atlanta office. Mr. Somerville formerly was with KNTV, San Jose; Mr. Bell previously was a special representative at American Security Insurance Co. of Atlanta.

PEOPLE
work—play—*LIVE*
by RADIO!

WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PAINTING or polishing, at work or play—radio is always close at hand. There's no other medium that sells *so often, so economically, so completely.* The "do-it-yourselfer" certainly can't mend screens while he watches television or reads a magazine or a newspaper.

But selecting believable, big-audience radio stations for your schedule is as important as radio's own special appeals.

WHO Radio is the very best in all Iowa—the station that is aggressive, alert, *alive!*

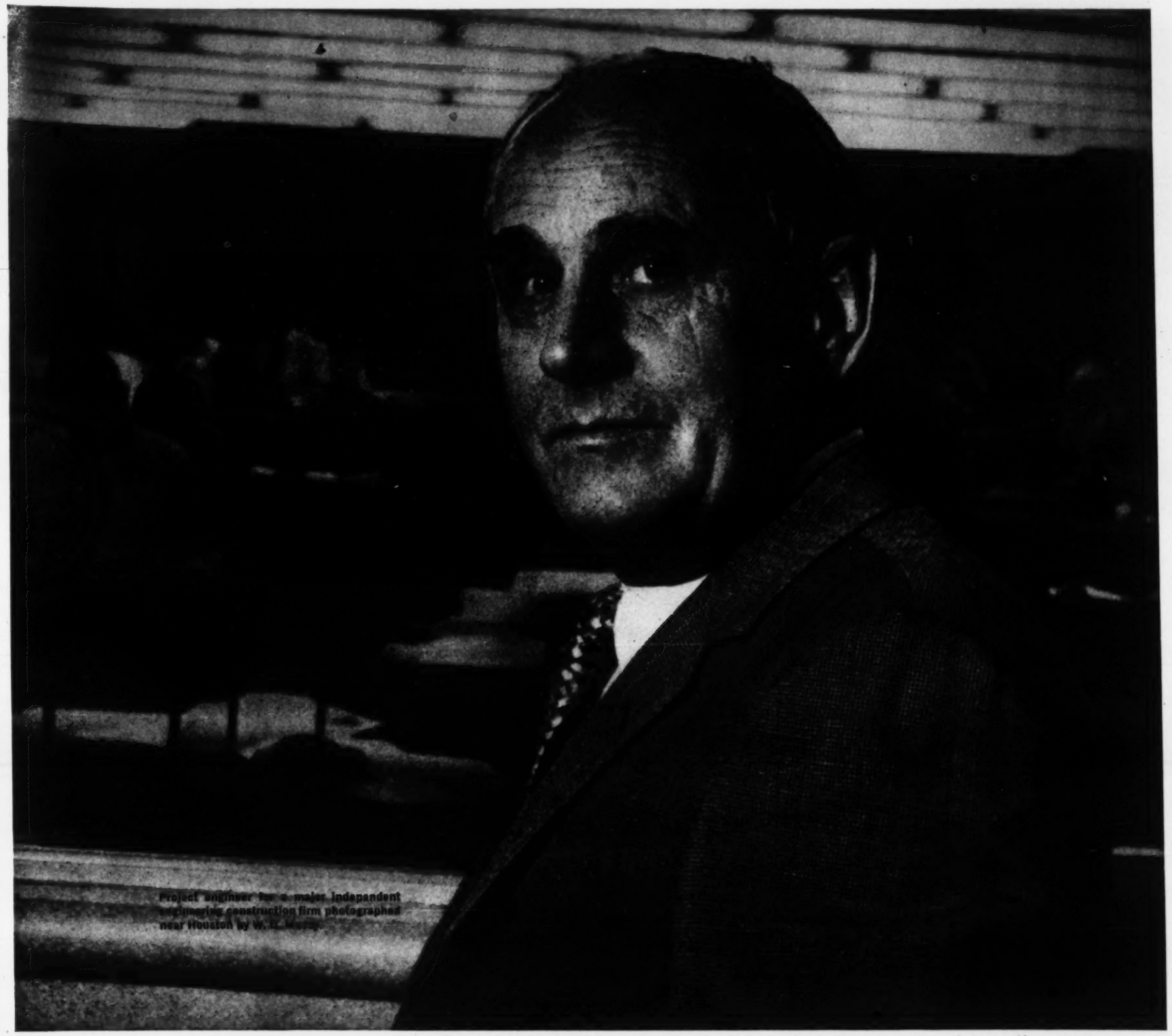
The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

WHO Radio's superior facilities, personnel and programming pay off. WHO is a solid salesman—a "pro" that people BELIEVE. Ask your PGW Colonel for all the details on WHO Radio—serving *Iowa PLUS!*

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*



Project engineer for a major independent engineering construction firm photographed near Houston by W. L. Mathis

One of a series of portraits of oil industry management and operating men.

What's in Petroleum Week for a Project Engineer?

A PROJECT ENGINEER finds plenty in Petroleum Week. For Petroleum Week broadens the horizon of more than 45,000 men in the oil industry, at all levels and in all segments. It's the magazine where busy oil men keep informed, where they get up-to-the-minute reports on the news, technical developments, and trends that affect their daily activities. Out of this information they acquire the industry perspective so vital to doing a good job.

A good, responsible project engineer has to keep informed, and that's why he likes Petroleum Week—oil's most readable magazine. He is responsible for the creation and inception of a single engineering project, including the fabrication. He supervises a team of varied experts and is responsible for the purchase of everything that goes into his project. Consequently he takes more than a passing interest in important tools of his trade. Project engineers are among the many thousands of subscribers to Petroleum Week who are actively and directly engaged in every segment of the oil industry.

Whether you want to reach project engineers or presidents, technical men or operating men, Petroleum Week can carry your advertising messages effectively, for all groups of buying influences are covered. That's why more and more companies are placing more and more advertising in this magazine in 1959.

PETROLEUM WEEK

Oil's Most Readable Magazine

All paid audited circulation

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N.Y.

FORBES "DARES" TO RAISE ITS

SUBSCRIPTION PRICE AGAIN!

IMPORTANT FACT TO YOU? YOU BET IT IS!

FORBES is raising its annual subscription price another 25%. Back in 1952, FORBES upped subscription prices 25% and circulation went up 100,000. Again in 1956, prices were jumped 20% ...and circulation climbed 100,000 higher. In just seven years, FORBES has increased its subscription price almost 100%—from $4 to $7.50—and its total circulation has **tripled!**

Despite the headlong rush to slash basic prices and "play the numbers game" in many circulation circles today, FORBES raises its subscription prices and **knows** it can still get more and more top executive readership.

FORBES pursues this sound business practice even against the trend of other business-management magazines. In this same period, one leading management magazine has not once raised its subscription price, yet its circulation has grown only 60%. Another major management magazine actually reduced its price in 1953; but it has had only a 25% circulation increase.

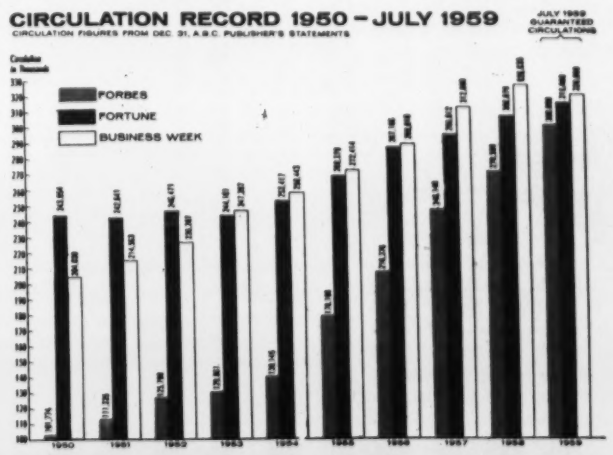
Why the big swing to FORBES? Businessmen at the top—or on the way up—have found that FORBES is the **only** magazine that talks about business in the language of business—M O N E Y—the very language that managements use when they discuss the performance of others or appraise their own achievement. It is FORBES' dynamic, vigorous editorial content that gains more new readers and holds the loyal interest of old readers.

That's why FORBES **knows** that businessmen who read FORBES are ready, able and willing to pay more for it—knows too, that advertisers cannot always bear the brunt of steadily rising publishing costs.

To expose **your** companies' products or services to the DECISION POWER of 300,000 active and influential businessmen—in an unmatched climate of acceptance—join the many major advertisers who are now finding it profitable to put their advertising dollars to work in FORBES.

Take a look at FORBES today and judge for yourself what it can do for **your** advertising. Write for a free copy of FORBES—and facts on the vitally important market it serves.

FORBES MAGAZINE—70 Fifth Ave.—New York 11



NOW... FORBES GUARANTEES YOU 300,000 DECISION POWER

Representatives — **Chicago:** 360 No. Michigan Ave. **Cleveland:** 562 Hanna Bldg. **Dallas:** 1416 Commerce St. **Los Angeles:** The Menne Co., 711 S. Vermont Ave. **San Francisco:** The Menne Co., 114 Sansome St.

Schenley Sets Test of Outdoor Coverage in Los Angeles Area

NEW YORK, July 15—Schenley Import Co. next month will test the effectiveness of what it calls "saturation coverage" in outdoor advertising in the Los Angeles market.

A 24-sheet outdoor campaign for Coronet brandy will be run on an area-by-area basis through December. The company will use a total of 74 panels—28 regular and 46 illuminated—each month concentrated in one area of the city at a time. The showing will be repeated monthly in different parts of the city.

Local newspaper advertising and point of sale materials will be used to support the outdoor campaign.

■ The new Schenley house agency for its outdoor advertising—World Network Inc.—reportedly will handle the outdoor campaign. Schenley, however, refuses to release details at this time. Norman, Craig & Kummel, agency for the brand, will handle the newspaper advertising connected with the outdoor showing.

Schenley set up its house agency for outdoor early this year (AA, Jan. 19), and has consistently declined to release details on the operation. This is believed to be the first major test of a so-called saturation campaign by the new house agency. Its methods are being closely watched by advertisers and advertising agencies, particularly since it is assumed that Schenley, through World Network Inc., will be able to pocket the agency commission on its outdoor showings, usually 16%. How this will affect the company's relations with its regular advertising agencies is a matter of keen interest to all advertisers. #

ABC Adds 12 New Members

Audit Bureau of Circulations, Chicago, has added 12 new members. They are Dominion Electrohome Industries Ltd., Kitchener, Ont., Hudson's Bay Co., Winnipeg, Man., and Fairweather Co. Ltd., Toronto, advertisers; Van Brunt & Co., New York, and Stevenson & Scott Ltd., Halifax, N. S., agencies; *Investor's Future with Investment World News*, New York, magazine; *Rogers Daily News*, Rogers, Ark., *Holdredge Daily Citizen*, Holdredge, Neb., and *Thomasville Times*, Thomasville, N. C., daily newspapers, and three weekly newspapers.

Morse Appoints Jaqua Co.

Morse Instrument Co., Hudson, O., has named Jaqua Co., Grand Rapids, Mich., to handle its advertising. The company manufactures engine controls, a complete line of photographic printers, automatic developers and paper and film driers.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
1051 North High St., Columbus 14, Ohio

AMA Chapter Names Kinard

Al J. Kinard, product research manager of Quaker Oats Co., has been elected president of the Chicago chapter of the American Marketing Assn. Other new officers are David K. Hardin, exec vp, Market Facts Inc., 1st vp; Joseph H. Rabin, assistant director of Marketing Research, Paper Mate Co., 2nd vp; Alan A. Roberts, director of marketing research, Western Advertising Agency, recording secretary; Doris L. Wicky, sales analyst, Quaker Oats Co., corresponding secretary, and Robert D. Cunningham, vp, Klau-Van Pietersom-Dunlap, treasurer.

Direct Mail Volume Up

Estimated direct mail dollar volume for the first quarter of 1959 showed a 5% increase over the same period of '58, the Direct Mail Advertising Assn. has reported. Direct mail expenditures for the quarter were $475,362,867 compared with $451,004,089 in the first quarter of '58. The association estimates that fewer pieces of advertising material are being placed in the mail as a result of the postal rate increase.

JWT Names 4 Chicago VPs

J. Walter Thompson Co. has elected four members of its Chicago staff office vps. They are G. Matthews Baxter, Paul Lehner and Thomas J. O'Connell, account representatives, and John L. Van Zant, director of public relations. JWT also has appointed William I. Tracy, formerly with McCann-Erickson, an account representative in New York.

Bavas to Cribben & Sexton

Andrew L. Bavas has been named assistant advertising manager of Cribben & Sexton Co., Chicago, a subsidiary of Waste King Corp. Mr. Bavas was formerly assistant advertising manager of Emporium World Millinery Co., Chicago.

Of 2,772 Food Items, 429 Yield Most Net, Volume Study Shows

NEW YORK, July 15—The average supermarket item sells 10.7 units a week, with a profit of 6.3¢, according to a study made of 2,772 national brand grocery items and published in the current issue of *Super Market Merchandising*.

The survey was conducted over a two-month period in the 33 Century food stores, in Youngstown, O. It showed that only 429 out of the 2,772 items studied turned in a gross profit of as much as $1 weekly. These 429 items accounted for 51% of total gross profits and 52% of total units moved.

Close to 10% of the items moved less than one package weekly; 42% sold between one and five packages weekly; 76% moved fewer than ten units per week. And 13% of all items produced a profit of less than 10¢ per week per store, the study showed. #

Kaynor Retires; McGiffin Takes Over 'Ellensburg Record'

Upon retirement of J. Clifford Kaynor, publisher of *Ellensburg Daily Record*, Ellensburg, Wash., James McGiffin becomes sole owner of the newspaper. Mr. Kaynor became co-publisher of the *Daily Record* 50 years ago with W. S. Zimmerman, whose interest he bought in 1912. The sale was arranged in March, 1958, and Mr. McGiffin has been performing most of the duties of publisher during the past year.

Haughey Named President

William J. Haughey has joined Campbell, Emery, Haughey & Lutkins, Boston, as a full partner. Mr. Haughey was formerly exec vp of Ingalls-Miniter-Haughey Co.

Supermarket Baggers Are Media Men Under Lipson Plan

PHILADELPHIA, July 15—The Arthur Lipson Agency says it has developed a new low-cost method of putting promotion material, coupons or samples into the hands of prospects.

It will contract to have leaflets, circulars, brochures or other material dropped into the shopping bags of supermarket customers, by the store clerks, as the customers pass through check-out counters.

The agency is working with supermarket chains on the Eastern Seaboard, but is expanding its coverage to chains in other parts of the country. An advertiser can now reach 8,000,000 families in one week through all the participating stores, it is claimed.

Big advantage of the plan is its low cost—$6 per thousand (which can include envelopes containing a letter and reply card), less than direct mail or house-to-house distribution, the agency says.

Advertisers can buy the "circulation" of one or all of the chains working with Lipson, or can limit circulation to specific stores within a selected area. Minimum distribution is 100,000 pieces (about 35-40 stores) for one week. #

Philadelphia Agencies Merge

George L. Mallis Inc. and W. S. Roberts Inc., Philadelphia agencies, will merge on Aug. 1. A name for the new agency, which will headquarter in the Mallis offices at 1405 Locust St., has not been selected. Biggest account in the agency is Niagara Therapy Mfg. Corp., Adamsville, Pa., maker of health equipment, which reportedly accounted for practically all of Mallis' $1,270,000 in billings last year. George L. Mallis will be president, Wilmer Roberts exec vp.

MOUTH-WATERING FACTS

FACT I: AMERICAN HOME DEVOTES A LARGER SHARE OF ITS PAGES TO FOOD THAN ANY OTHER MASS MAGAZINE

FACT 2: American Home is sold in 27,000 food stores (18,000 of them are supermarkets).

FACT 3: Starch reports show that 60% of American Home families use or plan to use recipes from every issue (20% actually *use* recipes within 30 days).

FACT 4: American Home should be on the media menu of every advertiser who wants to put a product *on the table* in millions of American homes. *No* magazine gets people to try recipes, to build and remodel, to redecorate, and to buy things like American Home Magazine.

AMERICAN HOME

A CURTIS MAGAZINE READ BY 3,600,000 FAMILIES

"WHAT IS THE FASTEST GROWING NEWSPAPER IN THE UNITED STATES"

SEE PAGE 53

Holt's Home Guides Seek Circulation at Market Source

NEW YORK, July 14—*New Homes Guide* and *Home Modernizing Guide*—put out twice yearly by the magazine division of Henry Holt & Co.—are convinced that "conventional circulation systems cannot provide adequate coverage of the real consumer buying activity."

As a result, the two books, which currently have 500,000 and 300,000 circulations respectively, are moving into two controlled circulation areas.

The first is called "controlled point of sale by exchange of services in building materials yards." Franklin Forsberg, vp and publisher of the division, said this means the building materials yards get copies of the magazines (to distribute to customers) in exchange for "research reports to us on who buys what kinds of material."

■ The other is called "paid-controlled circulation in carefully selected institutions that loan money for building and modernizing." Mr. Forsberg said, "A loan company buys copies of the magazines at full wholesale rates and gives the magazines to borrowers and prospective customers."

Both magazines will also continue using traditional newsstand outlets, paid point of sale in building materials yards and voluntary paid subscriptions from general contractors.

Mr. Forsberg said the new controlled-circulation devices would add 200,000 copies to the distribution of each book. #

'Nursing Home Management' to Make Debut in October

Miller Publishing Co., Minneapolis, will introduce a new magazine, *Nursing Home Management*, in October. The new publication will have national circulation to administrators of more than 12,000 homes for the aged and nursing homes and will be designed to provide information which will assist operators in upgrading their services and in managing their facilities more efficiently. Rate for a b&w page one time is $450.

Booth Fisheries Reports Record High Earnings for Fiscal Year

Net earnings of Booth Fisheries Corp., Chicago, reached a new high with the fiscal year ended May 2, 1959, despite a dip in sales and revenues, R. P. Fletcher Jr., president, said in the annual report to shareholders. Sales and revenues for the year amounted to $46,264,000 compared with $48,550,000 in the previous fiscal year. Net income was $889,155, compared with $842,595 in the previous fiscal year.

36% of SOUTH DAKOTA'S SPENDABLE INCOME

Exclusively Covered by:

THE TRIPLE MARKET GROUP

- HURON DAILY PLAINSMAN
- MITCHELL DAILY REPUBLIC
- WATERTOWN PUBLIC OPINION

Sold in combination and nationally represented by
Johnson, Kent, Gavin & Sinding Inc.

Hoffman Launches Ad Drive

Hoffman Electronics Corp., Los Angeles, will launch a heavy advertising campaign in August for its radio, tv and hi-fi products. Page ads will run in *Good Housekeeping*, *Life* and *The Saturday Evening Post*. An outdoor posting in 10 states will begin in September; tv spots in at least 10 markets are planned, along with newspaper ads in 30 markets. Six regional editions of *TV Guide* will also carry Hoffman ads. Trade ads are scheduled for *Electrical Merchandising*, *Home Furnishings Daily*, *Mart* and Quinn publications. Honig-Cooper, Harrington & Miner is the agency.

Hitchcock Makes Awards

Three organizations have been named 1958 winners of *Hitchcock's Wood Working Digest's* "Award of Merit," given annually to companies, associations and institutions making significant contributions to the promotion and utilization of wood. Ponderosa Pine Woodwork Assn., Chicago, and Spotnails Inc., Evanston, Ill., were honored for their promotional activities, and Colorado State University was cited for establishing a wood technology research center. *Wood Working Digest* is published by Hitchcock Publishing Co., Wheaton, Ill.

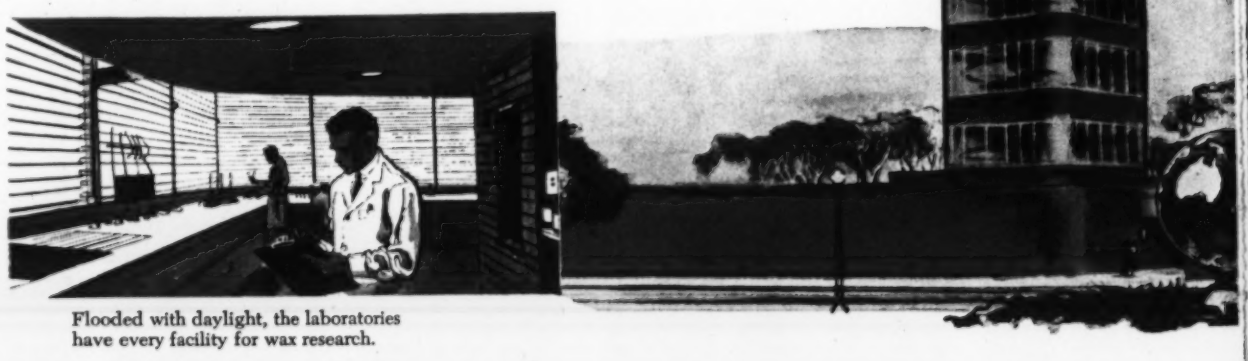
Lawrence & Ramberg Adds Two

Moore Associates, Redwood City, Cal., and United Stereo Tapes, Sunnyvale, Cal., have named Lawrence & Ramberg Inc., Palo Alto, to handle their advertising. United Stereo is a new division of Ampex Audio Inc.

Adams Joins Bayless-Kerr

C. E. (Chal) Adams has joined Bayless-Kerr Co., Cleveland, as an account executive. Mr. Adams was formerly with American Welding & Mfg. Co., where he was advertising and sales promotion manager.

When a product leaves



Flooded with daylight, the laboratories have every facility for wax research.

Within the dramatic Research Tower that the late Frank Lloyd Wright designed for Johnson's Wax in Racine, Wisconsin, there is a constant search for product improvement. Recently, Johnson asked its scientists to develop what they called "a dream product," combining the best features of many existing floor waxes. They wanted one that would be: 1) so hard it would be scuff-proof; 2) nonstaining; 3) nonspotting; 4) self-polishing; and 5) easy to apply.

Using brand-new ingredients, the technicians eventually created a product completely satisfactory to the Johnson marketing people who had to sell it. All agreed that housewives undoubtedly would buy the "all-new Glo-Coat" repeatedly if they tried it once. So the problem was one of "sampling," getting stores to stock the product and shoppers to try it.

Building a Sampling Program

Johnson's marketing experts, knowing that it takes all possible ingenuity to get enough people to try something new these days, decided on a sampling method unprecedented in their industry. They scheduled a four-color, four-page advertisement in the October, 1958, issue of Reader's Digest. They included a coupon good for 10¢ toward the purchase of any size can of Glo-Coat, which retails for 59¢ and up.

With no prior experience in *exactly* this type of promotion, neither the company nor its agency—Needham, Louis & Brorby—knew quite what to expect.

They knew that other companies had set new sales records with coupons in the Digest. But those had been for lower priced, fast-turnover products—soap, margarine, etc.

The smallest unit of Glo-Coat sells at a higher price than any product previously advertised by "redeemable" coupon in the Digest, and people buy floor wax less frequently than many other products.

What happened

Although the coupons came in slowly at first, they *kept* coming, in increasing volume over the months. The biggest month was January, four months after the magazine had gone on

Over 300,000 coupons have come in to date from this single Glo-Coat advertisement in Reader's Digest. Four months after it appeared, coupons were coming in at the rate of 15,000 a week.

Magnus Organ Sets Multi-Media Drive

LIVINGSTON, N. J., July 14—Magnus Organ Corp. is spending $2,600,000 to advertise and merchandise its portable electric chord organs between July 1 and next Jan. 31.

National advertising will include color pages and half pages in more than a dozen magazines, plus television spots. Other media will be used on a cooperative basis by Magnus' 14,000 dealers.

Merchandising devices include illuminated point of purchase signs, four-color literature, direct mail pieces and a distributor-to-dealer merchandising program. A trade campaign via business publications is also planned.

The first national advertising and merchandising program for the Magnus organ was launched last October. In seven months, the company said, it spent $1,640,000.

Rothbardt & Haas Advertising, Chicago, is the agency. #

Hazel Bishop Sets Print Drive

Hazel Bishop Inc., New York, will launch its first major print campaign in several years this fall with large space color insertions in September issues of *Charm, Glamour, Good Housekeeping,* Macfadden publications, *McCall's, Mademoiselle* and *Seventeen.* Lipsticks will be advertised, and additional magazines are expected to be added the following month. Raymond Spector Co., New York, is the agency.

Kodak Promotes Two Admen

Donald M. Lewis Jr. and Robert W. Brown have been named assistant advertising managers of Eastman Kodak Co., Rochester, N. Y. Mr. Lewis was previously manager of advertising promotions, and Mr. Brown was manager of the department's editorial service bureau.

Ziv Puffs Smoke Rings as Tobacco Marketers Buy Films

NEW YORK, July 14—Ziv Television Programs is doing very well with tobacco sponsors.

The two biggest cigaret makers have bought packages from the distributor for network and syndication coverage. R. J. Reynolds (William Esty Co.) will co-sponsor a new series, "Challenge," on NBC-TV with Chemstrand Saturday nights starting in the fall. This company carries two syndicated films, "Highway Patrol" and "Sea Hunt," in about 25 markets.

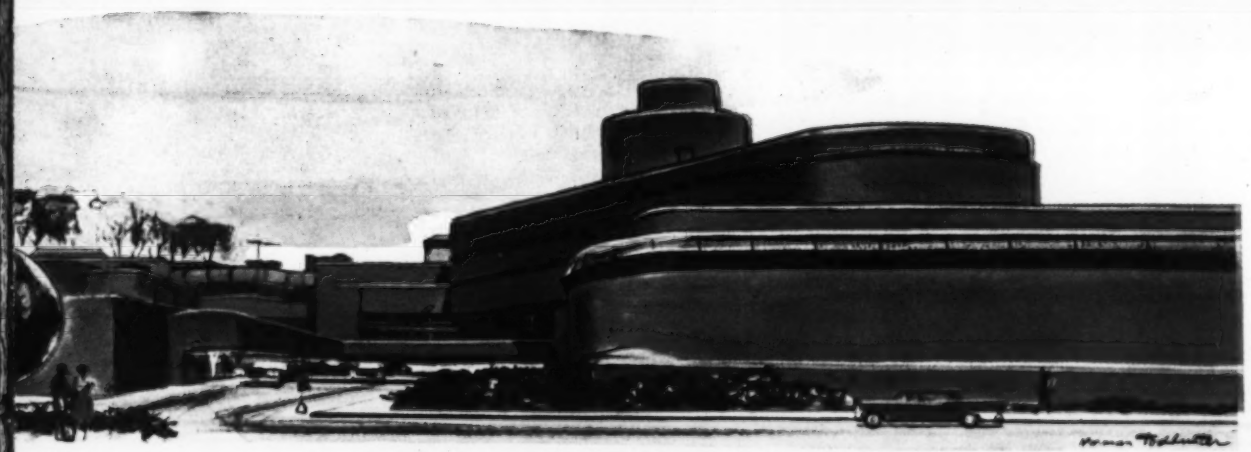
American Tobacco (BBDO) will alternate on "Space," another fall newcomer, to be seen Wednesdays on CBS-TV. On a spot basis this company has signed "Lock-Up" for 60 markets.

Other tobacco companies sponsoring Ziv series include: P. Lorillard Co. (Lennen & Newell), "Rough Riders" on ABC-TV; Philip Morris Inc. (Leo Burnett Co.) for alternate weeks on "Tombstone Territory" on ABC-TV, and Brown & Williamson Tobacco Co. (Ted Bates & Co.) for "Mackenzie's Raiders" in 18 major markets. #

Savan & Hammerman Lists Fifteen New Accounts

A progress report from Savan & Hammerman, St. Louis, lists 15 accounts the agency has acquired in its first nine months of operation, since September, 1958. They are American Mothproofing Co., Barber's Local 102, Beyer Motors, Frontier Motors, Graybar Electric Co., H. D. Lee & Co., Interstate Supply Co., Libson Shops, Charles Meyers & Co., Mid-America Drive-in Theatres, Moto Power gasoline stations, Quincy Speaker Co., Veneers Inc., Vixen Sportswear and Henry Weis Jr. Co.

the "dream lab," what then?



Johnson's Research Tower and adjoining Administration Building were designed by Frank Lloyd Wright.

sale, when 60,000 coupons were returned to Racine. By the end of April, the total had reached about 300,000, and the coupons were still coming in.

"We consider this promotion a success," says Douglas Smith, Advertising and Merchandising Director of S. C. Johnson & Son, Inc., "and if the circumstances were duplicated, we would repeat the advertising. We were delighted at the widespread enthusiasm for the Digest by retailers and pleased that the effect of our advertising lasted so long. Apparently, people read the Digest over long periods of time."

The coupons led to extra sales. Many retailers, sensing their opportunity in a Digest promotion, stocked Glo-Coat near the check-out counters where, in 9,500 supermarkets, the Digest is displayed and sold regularly.

Many noncoupon sales, too

Johnson officials estimate that five to six times as much Glo-Coat was sold at the full price, without coupons, as was sold through the coupon offer—a result of the strong interest created by the Digest promotion. Total sales, then, from the one advertisement, were between 1,300,000 to 1,500,000 cans of Glo-Coat—at 59¢ a pint, 98¢ a quart, and $1.79 a half-gallon.

* * * *

Many other companies are discovering the powerful effect of advertising in Reader's Digest—tangible results that can be measured in coupon returns, increased sales, quick acceptance of new products by trade and consumers. And the cost is low.

The original Johnson factory (1886) made fine parquet flooring. Many owners of the flooring asked the first Mr. Johnson's advice on how to protect it. As a result, he started making his own special floor wax. Today, Johnson leads the world in wax and polish sales.

In Reader's Digest, you reach the best part of America—intelligent, prosperous families whose enthusiasm for a product can insure its success. And you can do it economically.

Quick Facts for Busy Executives

Reader's Digest offers advertisers all these advantages:

1) The largest established audience that can be bought anywhere. It is larger than any other magazine, weekly, fortnightly or monthly; larger than any newspaper or newspaper supplement; larger than the average nighttime network television program.

2) The largest quality audience that can be found. The Digest has more readers in every income or educational group than any other magazine. And the higher the income group, the greater the Digest's share of the audience.

3) Discrimination in the advertising accepted. The Digest alone of major advertising media accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

4) Belief in what the magazine publishes. People have faith in Reader's Digest, in its editorial and advertising columns alike.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 11,750,000 copies bought monthly

"WHERE IS THE FASTEST GROWING NEWSPAPER IN THE UNITED STATES"

SEE PAGE 53

Daly Joins California Bank

Robert V. Daly, formerly an account executive of Campbell-Ewald, Detroit, has been appointed advertising director of the California Bank, Los Angeles.

You, too, can get effective merchandising help in Muncie

Mr. Barney McClure, Evans, McClure & Associates, San Francisco, says "speaking for our client, The Asparagus Growers Association of California—Muncie, with its two fine newspapers gives us the perfect test market—we are more than pleased with their excellent cooperation."

The MUNCIE STAR • MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

Eskenasy Barowsky Eidmann

SILVER ANNIVERSARY—*Jacob L. Barowsky, president of Adell Chemical Corp., maker of Lestoil, holds a sterling silver bowl presented to him by WGN-TV, Chicago, in honor of his 25th anniversary with Adell. With Mr. Barowsky are I. L. Eskenasy, exec vp of Adell, and Brad Eidmann, WGN-TV sales manager.*

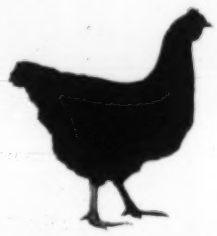
Diamond Gardner, U.S. Printing Reach Merger Agreement

Diamond Gardner Corp., New York, maker of matches, pulp, molded packaging and woodenware products, and U.S. Printing & Lithograph Co., Cincinnati, printing and packaging producer, have worked out a merger agreement, and stockholders of both companies will vote on the proposal at special meetings later this year. A new name will be selected for the new corporate setup.

Diamond Gardner, which had sales in 1958 of more than $168,000,000, has two agencies: Doremus & Co. and Doherty, Clifford, Steers & Shenfield. In 1958 the company spent $50,485 in general magazines. Of this $23,605 was for Diamond matches and $26,880 for paper products. U.S. Printing has no agency of record, and its advertising is largely in business publications.

Buchen, Chicago Title & Trust Co. Split

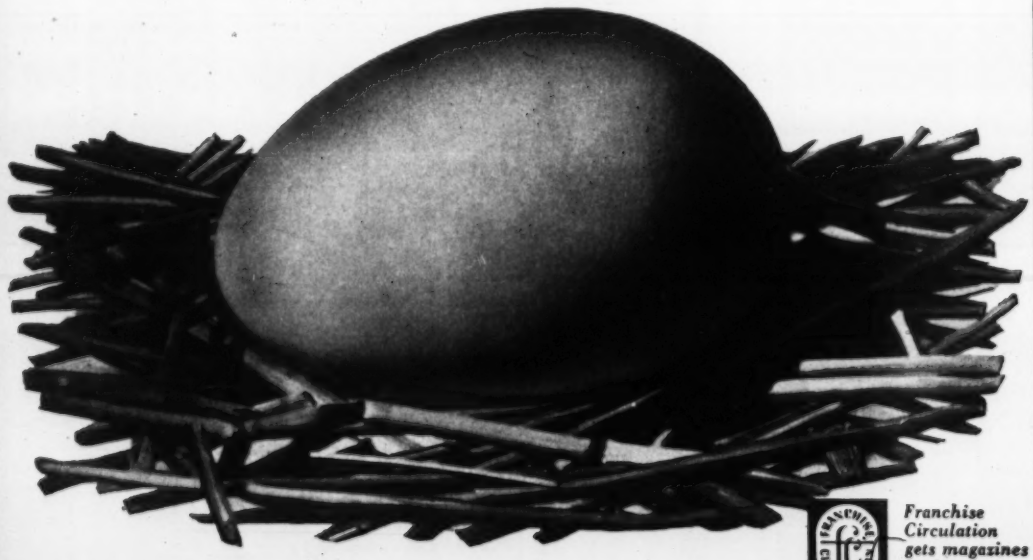
Buchen Co., advertising agency for Chicago Title & Trust Co. since 1952, and the client have announced their "mutual agreement to terminate their relationship."



Sales leads...like eggs have to be fresh to be good

The quicker your salesman answers an inquiry, the better his chance of making a sale. Even minor delays will hurt his conversion rate. There's no delay in getting inquiries from IPC magazines: more than 600,000 a year are processed on punch card equipment. If they're in on Monday, they're out by Wednesday! And you get each on a separate, printed card for easy follow up.

Valuable by-product: inquiry data becomes part of IPC's current punch-card marketing library. Facts can be recalled by push-button to aid your market planning. Fast sales lead handling . . . specific market facts: You get them both when you advertise in IPC specialized magazines. A-959



Franchise Circulation gets magazines to the men who buy.

Distilled Writing gets magazines read.

IPC THE INDUSTRIAL PUBLISHING CORPORATION
812 Huron Road • Cleveland 15, Ohio • SU 1-9620
NEW YORK • CHICAGO • LOS ANGELES • LONDON

Los Angeles Adclub, U. of Oregon Win Two AAW Trophies

LAKE TAHOE, CAL., July 14—Ten special club awards were made at the Advertising Assn. of the West's 56th annual convention here. These were in addition to some 150 awards to advertisers and agencies and their personnel (AA, July 6). Winners of the club awards were:

- **Herbert H. Kirschner Trophy**, for the most effective promotion of Advertising Week by AAW member club—**Phoenix.**
- **Don Belding Trophy**, for the best job by an adclub in advancement of business and advertising activities—**Los Angeles.**
- **Advertising Council Trophy**, presented to the adclub conducting best public service activities—**Oregon.**
- **Arthur E. House Sweepstakes**, presented by the Oregon Advertising Club for best over-all job on club activities—**Great Falls.**
- **Printers' Ink Trophy**, for the best work in advertising improvement and advertising education—**Los Angeles.**
- **Ramsey Oppenheim Memorial Award**, presented by Western Advertising to the adclub president contributing most to organized advertising in the West during the year—**Al Ross, Denver.**
- **Claire Forbes Walker Advertising Achievement Award**, to the college or university advertising group for advertising achievement.—**University of Oregon.**
- **Gamma Alpha Chi Award**, to the college group doing the most outstanding promotion of Advertising Week—**University of Oregon.**
- **President's Trophy**, for best over-all job by a junior adclub—**Los Angeles.**
- **Ayers Three-Minute Speaker Gold Key**—**Duane Swanson, Portland.** #

Wentzel & Fluge Adds One

Wentzel & Fluge, Chicago, has been appointed to handle advertising for Armstrong Co., Wichita, ice cream manufacturer. Armstrong, which bills about $100,000, previously was a direct advertiser. The company, which recently was acquired by Tip Top Dairy, Wichita, now will market dairy products in addition to ice cream. Wentzel & Fluge also has promoted Sally Ullman to media director and has named William G. Fisher production manager. Miss Ullman joined the agency in 1957 from McCann-Erickson; Mr. Fisher formerly was with C. Wendel Muench & Co. and Henri, Hurst & McDonald.

NBC Gets Radio, TV Rights for New Grid Bowl Game

A five-year contract for radio and tv rights to the Liberty Bowl game, the East's first major college football bowl, has been signed by NBC and the Liberty Bowl Assn. The first game will be played on Dec. 19, 1959, in Municipal Stadium, Philadelphia. No sponsors of the radio and tv shows have been announced.

Send for these Free Market Facts

(CLIP THIS AD AND MAIL WITH YOUR LETTERHEAD)

Air Conditioning & Refrigeration
☐ The Refrigeration & Air Conditioning Wholesaler, #147R.
☐ A Study Of Firms Engaged in The Business Of Air-Conditioning, Heating & Commercial Refrigeration, #169R.
From: REFRIGERATION AND AIR CONDITIONING BUSINESS

Fluid Power
☐ Market Study For Fluid Lines & Cylinder Tubing.
☐ Market Study For Valve Solenoids.
From: APPLIED HYDRAULICS AND PNEUMATICS

Power Transmission
☐ A discussion of the markets for gears, speed reducers, bearings, couplings, clutches and other power transmission devices, #221D.
From: POWER TRANSMISSION DESIGN

Material Handling
☐ How Does Industry Buy Material Handling Equipment In Cleveland, #230F.
☐ Material Handling Reader Response Study, #163F.
From: MATERIAL HANDLING ENGINEERING

Office Products
☐ The Characteristics Of The Market For Office Equipment, #144M.
From: MODERN OFFICE PROCEDURES

Precision Castings
☐ Correlation Of Die Casting Sales To Inquiries, #174P.
☐ Precision Metal Molding Production Data Book for 1958, #143P.
From: PRECISION METAL MOLDING

Industrial Safety
☐ Market For Floor Cleaning Machines.
☐ Market For Safety Equipment.
From: OCCUPATIONAL HAZARDS

Welding
☐ A Study of 1093 Of The Nation's Leading Independent Welding Supply Distributors, #237W.
☐ Welding — Study Of Reader Buying Power, #189W.
From: WELDING DESIGN & FABRICATION

Marketing Department
THE INDUSTRIAL PUBLISHING CORPORATION
812 HURON ROAD • CLEVELAND 15, OHIO

A-10-59

leadership

"Leadership does not come automatically. A continuing effort must be made to offer improved products and services, and to keep the business community informed of new developments. One of the most efficient ways to do this is through business publication advertising. It is, in fact, essential to leadership."

W. E. Sprackling, President, Anaconda Wire & Cable Company

LEADERSHIP—*Consistent* advertising keeps the key men of industry up-to-date on your products and services . . . establishes recognition of corporate progress and leadership. In today's leading growth industries, more than 1,300,000 men-of-decision subscribe to McGraw-Hill publications. By *concentrating* your advertising in those McGraw-Hill publications serving your major markets, you establish your leadership . . . help to sell your products and services.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Delivers your full page ad into 100,000 Lutheran Homes for less than 2/5 of one cent per family

This Day

The Christian family magazine read with thoroughness* and believability

*A recent survey revealed that 52.2% of the subscribers spend 2 to 3 hours reading THIS DAY magazine.

Let us mail THIS DAY to your home. Just send your name and address.

This Day
Concordia Publishing House
3558 S. Jefferson Ave., St. Louis 18, Mo.

BACK TO WORK—*Cecelia Cooper, Ebony secretary, has been winning beauty contests in her spare time. She was winner of New York's Miss Empire State crown, and, more recently, the Miss Festival title at the Cannes Film Festival. Here she gets back to business with William P. Grayson, Johnson Publishing vp.*

TO COVER THE WHOLE DELAWARE VALLEY YOU NEED THE TRENTON TIMES and THE CAMDEN COURIER-POST

Ay, cut the suit to suit the man,
But leave the cutting to those who can.
Anon.

You wouldn't ask the clothing salesman to do his own tailoring, would you? He is—or he should be—a specialist in his own area.

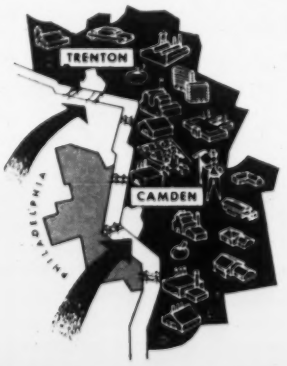
And that, very simply, is what we are, specialists in our own area. We will make no extravagant claims beyond the following, (and you'll note we've been careful to document ourselves): In our market, the prosperous eastern side of Delaware Valley USA [1], we offer unmatched newspaper coverage of a large audience with a proven propensity toward spending [2].

Proof

1. Income per person almost $200 higher than the national average
2. Retail sales for both cities now run better than 12% ahead of the national average

Rates for these power-packed dailies are so low (they can be bought separately, or as a package for just 63c a line) that you'll find it easy to tailor your media picture for best coverage on both sides of the Delaware Valley. Talk to the Man from McDevitt!

IT PAYS TO CROSS THE DELAWARE



CAMDEN COURIER-POST
Established 1875

TRENTON TIMES
Established 1883

Represented nationally by GEORGE A. McDEVITT CO., INC. • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • LOS ANGELES

Motorola Unveils 'Biggest' Ad Drive for Radio, TV Sets

CHICAGO, July 14—Motorola will back the introduction of its 1960 radio-tv-stereo line with what it terms the largest consumer advertising campaign in its history.

The company told dealers here that a program with a unified theme has been designed, spearheaded by advertising in *Life* and *The Saturday Evening Post*.

A "value-above-all" approach will keynote the entire operation.

Included in the campaign will be large-size newspaper ads three times a week over a three-week period in more than 300 newspapers; complete 24-sheet coverage in major markets for the tv, stereo and home and clock radios, point of purchase material and a 12-page four-color mailing piece.

■ An in-store stereo merchandising center that allows the customer to demonstrate Motorola's new line of three channel stereo to himself has also been designed.

To back the campaign, the company will run an extensive sales training program for retailers.

At the dealers' meeting, Motorola said it would not yet market a 23" tv set, since the tube was still too new to guarantee a quality set. It did show models of proposed 23" receivers, however, and said it would market them when sufficient testing has been completed, provided consumers show an interest in the new size.

Leo Burnett Co., Chicago, is the agency. #

D. P. Brother Names Wines, Wolfe VPs

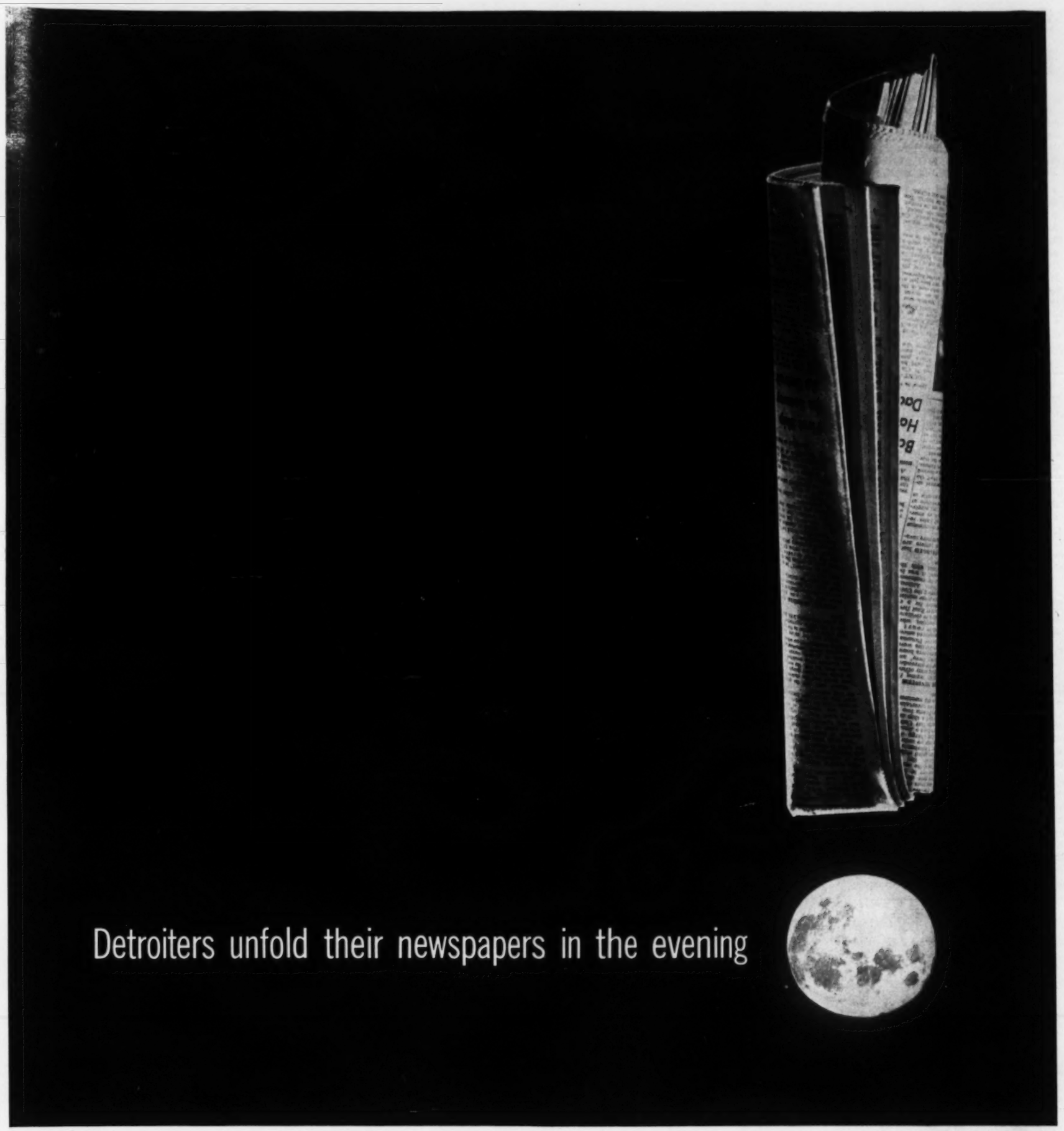
D. P. Brother & Co., Detroit, has named David D. Wines and Ralph

David D. Wines Ralph L. Wolfe

L. Wolfe vps. Mr. Wines is account executive on the General Motors Guardian Maintenance program. Mr. Wolfe heads the agency's management services activity.

Lever Boosts Prentice

Lever Bros. Co., New York, has promoted Robert M. Prentice to the new position of marketing services director. With Lever since 1956, Mr. Prentice has been manager, marketing information, for the past year.



Total unduplicated metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

The facts are in the figures! Detroit is an evening newspaper town! And the DETROIT TIMES in combination with Detroit's other evening newspaper gives you the finest metropolitan coverage—70.5% unduplicated coverage! Better put the TIMES on your schedule if you really want to meet Detroit!

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

Shift of Legal Responsibility to Nets Might Basically Alter Broadcasting

(*Continued from Page 3*)

to this outside "help"? If the proper relationship of mutual respect has been developed, they welcome it when a show is in trouble and don't need to get much of it once the show is going along well.

• Network news and public affairs programming is generally less attractive than pure entertainment fare to most advertisers because spot news and documentaries usually do not attract big audiences and because these shows can leave some part of the audience feeling unhappy—an after-effect the sponsor wants to avoid.

• The degree of network control over programming varies with the economic climate. In a buyers' market, the networks are more amenable to advertiser and agency suggestions about shows. In a seller's market, the programs, to a large extent, are locked in and offered on a "take it or leave it" basis.

• Two factors have put the networks firmly in the driver's seat for the 1959-'60 season. Business is good, with the three networks likely to be 90% to 95% sold out for fall, as compared to 80% last season. And they have reduced the number of agency-controlled half-hours by the introduction of a number of new multiple-sponsored, key-slot hours.

There are about 33 hour programs on the schedule. Some 65% of the fall fare is produced and/or licensed by the networks.

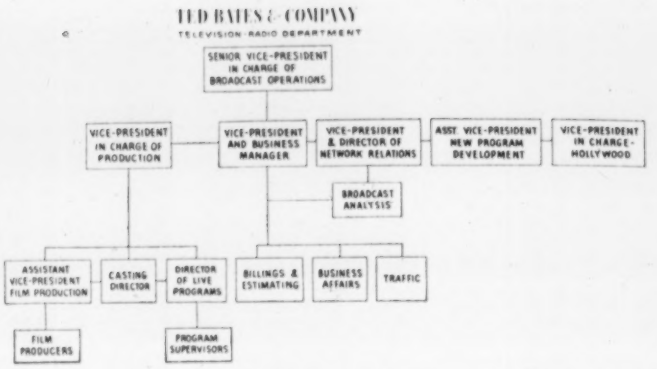
• Some agency men think this hour-show trend has gone about far enough. But more often they stress the added flexibility offered in shows that are minute spot carriers. This type of tv helps the low-budget advertiser to get into network, solves the problem of the seasonal marketer and gives the big spenders added coverage.

• Many of the network controlled shows were bought from the same suppliers from which the advertisers used to buy directly. Control on a specific show frequently shifts from advertiser to network when the network agrees to accept a 13-week alternate schedule and to underwrite the show every other week if a co-sponsor cannot be found. Networks prefer to have the rights to a promising show so they can hold onto it in case it becomes a hit and the pirates start gunning for it.

• The intensified competition among the networks and the struggle for peak circulation vehicles by advertisers is tending to narrow the program production field to major competitors, with both networks and agencies showing a marked preference for packages turned out by the established pros with a good performance record. (The probe did not touch on the amount of control, if any, exercised over tv by the giant talent agencies.)

• Agencies think the ultimate responsibility for choosing and scheduling programs must rest with the networks; they do not think the stations, which technically have the responsibility, are in a position to exercise it effectively. For the most part, they agreed with McCann's C. Terence Clyne that network program control would present a real difficulty only if the networks ever adopted a philosophy of program content that had no relation to the advertisers' needs.

• Mr. Bryant seemed to be using these major points as stepping stones toward this possible conclusion: Stations, which have the legal responsibility for programming, can't exercise it on a national network basis; sponsors can't assume the responsibility, because they have business considerations uppermost in their minds; the networks have control over most of the programming—so why not lodge with the networks the legal responsibility for programming a balanced diet in the public interest of all the people?



If the FCC staff, which begins a new round of hearings next week with executives of the Firestone Tire & Rubber Co., should make this type of recommendation, and if the recommendation should be put into effect either by a rule change or, if necessary, by legislation, it could result in basic

JUST LIKE TROY AND THE HORSE

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

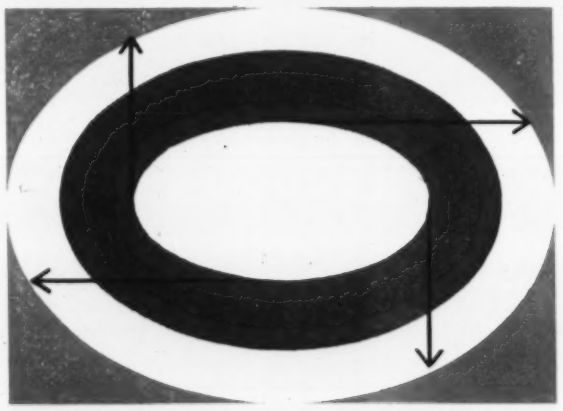
BERNIE BARTH & TOM HAMILTON

INTRODUCING

OVER

The NEW Magazine For All Educational Executives

The history you learned in grade school is obsolete. The physics you learned in high school is obsolete. The desk you sat at, the light you read by, the way you studied—all are obsolete. Your school building itself is obsolete. The only thing you'd recognize there today is the American flag, and even that has changed.



OVERVIEW/ *People Learning Are the Problem*

One force created the change that sweeps American education today: the force of 170 million people of all ages, interests, occupations, *needing and wanting to know more*. These people are swamping the country's schools, colleges, specialized training centers. They need to learn more things than ever before, they need to learn them better, they need to learn *now*.

OVERVIEW/ *Big Problem, Broad Approach*

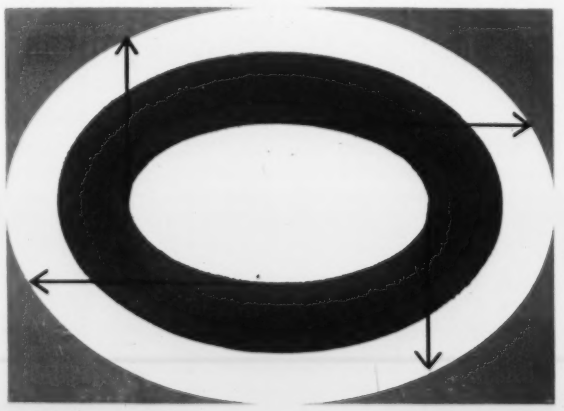
The pressure of this surge of learning is razing the structure of sectionalized interests, special factions, cliques and theoretical divisions that once characterized education. The hodge-podge of empires within education is being swept away before the unifying force of the great enterprise on which education has embarked. Educational executives, like generals and admirals, are most united in periods of great national stress—when a common purpose and a common plan submerge petty details and divisiveness; when there is an overview of the job to be done.

OVERVIEW/ *Good Practice and Sound Principle*

What is an overview? Overview is to the educator what *strategy* is to the soldier, what *marketing* is to the sales manager, what *plot* is to the novelist. Without overview, turmoil. With overview, accomplishment. Educational overview includes both good practices and the sound principles on which they are based.

OVERVIEW/ *Above and Beyond Narrow Focus*

The approach to education called overview is by nature broader in scope than the purely internal concerns of any educational compartment. The excellent job performed by many educational publications written for particular areas of education cannot be questioned. OVERVIEW will occupy a unique place



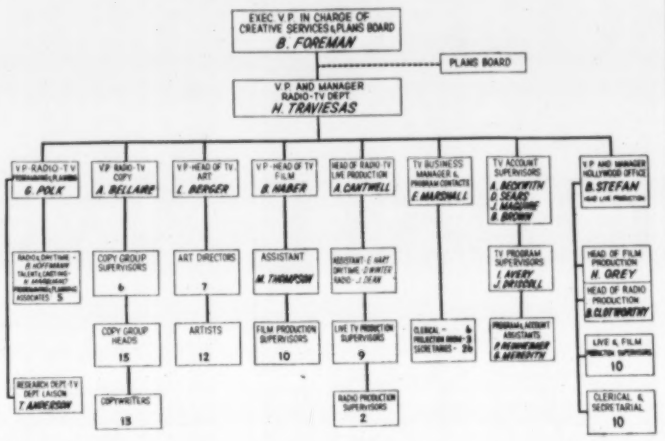
anges in the business structure of U. S. television.

■ Network programming executives would no longer be able to blame public and/or advertiser pressure when criticized for scheduling so many low-brow shows that they personally have little interest in.

Such a rule change eventually could mean that advertisers and their agencies would have no more influence on tv's program content than they do on the *New York Times'* front page.

When this hearing was announced, the FCC said its spotlight would focus on the tying-in of programs. This sounded as if the commission wanted to know whether or not the networks force advertisers to buy their owned, controlled or produced packages in order to get time, and whether or not the networks coerce independent packagers for a share of their program rights or profits as a condition to putting their shows on the air.

Batten, Barton, Durstine & Osborn



Neither of these questions was put directly to any of the agency executives by Mr. Bryant. But toward the latter stages of the hearing, he did manage to get into the record some examples of the networks' so-called "arbitrary" treatment of its customers.

■ The most telling examples came from Lewis H. Titterton, Compton Advertising vp, who revealed the specifics of the cases only after he had been ordered to do so by the chief hearing examiner, James C. Cunningham.

Mr. Titterton testified that ABC-TV had refused to let Procter & Gamble see pilots of "Cry Fraud" and "Willie" after a screening date had been set up by packager Frank Cooper, who had approached the client about the shows in the first place. He said the agency was informed that the films could not be shown unless the name of the client was revealed and unless the client promised to present the show in a specific ABC time period—provided he liked the show. When the P&G executive found out about these conditions, he told the agency to forget it, Mr. Titterton said.

The agency executive cited another example of network reluctance to screen a pilot. He said CBS-TV refused to let Compton's New York executives view a pilot that had already been seen by Compton people in Hollywood.

■ Mr. Titterton said he understood the networks' reluctance to show a pilot around and have the expensive property suddenly become like a "soiled shirt on the shelf," but he said it was embarrassing to have a sponsor come to town to see a program and then be forced to tell the client, "The network says you can't see that show."

■ Two examples of the networks' preference for their own controlled packages were pointed out. Peter Levathes, of Y&R, harked back to the spring of 1957, when the "Kaiser Aluminum Hour" was bumped for an NBC-controlled show, "Suspicion." He said the network believed this show could compete more aggressively against CBS' high-flying "$64,000 Question."

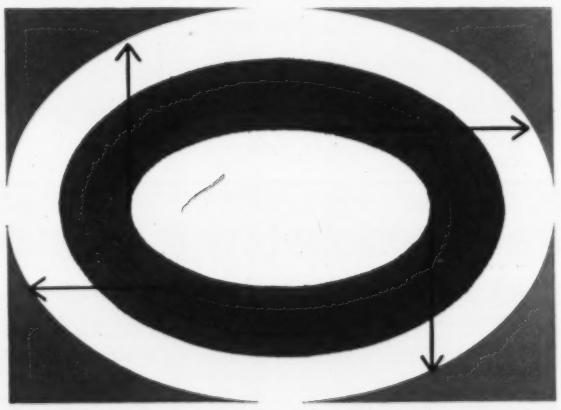
Philip H. Cohen, of Sullivan, Stauffer, Colwell & Bayles, recounted Carter Products' difference of opinion of a few years ago about a replacement for "Meet Millie." CBS insisted on bringing in one of its packages, "Joe & Mabel," while the advertiser wanted to buy Screen Gems' "The Man Who Came to Dinner."

Mr. Cohen called this a matter of program judgment and not an arbitrary decision on the part of the network. #

VIEW

The NEW Magazine For All Educational Executives

in the administrator's reading program. It will not replace entirely his need to read several narrow specialized publications. It will present to him all of education in broad-scale outlook. In short, it will give him an overview.



OVERVIEW/ *Common Interests in All Education*

OVERVIEW was created by Buttenheim Publishing Corporation in order to succeed and replace *The School Executive* and *Educational Business* with a new magazine matching the new realities of the education market.

OVERVIEW *is the magazine of common interests throughout education.* It will communicate *among* educators in public schools, private schools, parochial schools, colleges, universities and specialized government and industrial schools, emphasizing the problems that unite them, rather than the things that divide them.

OVERVIEW/ *Readers Everywhere in Education*

OVERVIEW chooses readers on the basis of two characteristics alone: *responsibility* in education, and *concern* for education. Educators, in a discussion of the problems and purposes that bind them together, care not at all that a person making a contribution to their discussion might be a public school superintendent, a private school head, a college president. Therefore OVERVIEW's circulation will include executives at all educational echelons, from all kinds of educational institutions—if they are *responsible* executives, if they demonstrate *concern* with broad-scale educational thinking—with an overview.

OVERVIEW/ *One Market, One Magazine*

OVERVIEW, a unified magazine for its readers, also is a *unified advertising medium* for people who must sell to the education market. Does a manufacturer care what *kind* of school buys his products? Then why should he have to advertise in several magazines to reach several *kinds* of schools? With OVERVIEW, the manufacturer can sell to the *entire range of education* in one advertisement in one magazine.

OVERVIEW

is the only publication serving and selling the total education market. Publication will commence on January 1, 1960. If you sell to education, OVERVIEW is your essential advertising investment—ask about it.

OVERVIEW

The Magazine for All Educational Executives

OVERVIEW

A BUTTENHEIM PUBLICATION

470 FOURTH AVENUE / NEW YORK 16 / NEW YORK

"WHY IS IT THE FASTEST GROWING NEWSPAPER IN THE UNITED STATES"

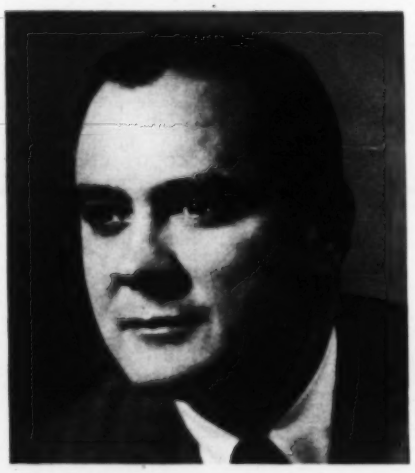
SEE PAGE 53

McKesson & Robbins American Weekly of gift business

5000 independent druggists to participate for 3rd year ...powered by multi-page advertisement for

McKESSON & ROBBINS' MARKETING TEAM HAILS ROLE OF AMERICAN WEEKLY AS PRIME MOVER

HERMAN C. NOLEN, President, McKesson & Robbins, Inc. "We launched the 'Merry Christmas Drug Store' promotion in 1957. Its purpose: to advance last minute gift buying in drug stores by 30 days. To spearhead this promotion, we selected The American Weekly because of its proven power to produce extra volume at the point-of-sale. Results have more than confirmed our judgment. This has proved to be an unprecedented marketing program for our retail accounts. 1957 orders doubled 1956. 1958 sales soared 125% above 1957. Progress already made on the 1959 promotion makes us confident of another record-smashing year."



HENRY H. HENLEY, JR., Vice President, Drug Merchandising, McKesson & Robbins, Inc. "As soon as the multi-page ad announcing the 'Merry Christmas Drug Store' promotion appears in The American Weekly, things begin to hum in participating drug stores. Pre-sold customers stream in. Store traffic spurts. Demand for featured products increases. Stock turnover accelerates. Druggists are hustling but happy. The influence of The American Weekly on the buying habits of entire communities creates a tangible impact that lasts for the entire pre-Christmas selling season. In teaming up with The American Weekly, we are giving neighborhood druggists the most powerful support possible."

CHARLES R. BEALL, Vice President, Trade Promotion, McKesson & Robbins, Inc. "We have learned what it takes to motivate a McKesson salesman, what it takes to win enthusiastic support from the retail druggist, and what type of advertising lends itself best to co-operative effort profitable to manufacturer, retailer, wholesaler and consumer. We have learned, too, that this kind of activity requires a particular type of advertising medium. That is why we turned to The American Weekly to spark the consumer selling of the 'Merry Christmas Drug Store' promotion and why we have continued to rely on The American Weekly's sales impact."

FRANK L. CAPERS, Vice President & Drug Sales Manager, McKesson & Robbins, Inc. "To create *extra* sales volume a salesman must have *powerful* selling tools. The 'Merry Christmas Drug Store' promotion has moved extra volume of Christmas gift merchandise for retail druggists and manufacturers alike successfully for two years in a row. Its power stems from the fact that every element has its individual purpose and function, each geared to motivate the right people at the right time on its own merits. That is why we use The American Weekly as an advertising medium . . . because it has the basic characteristics to fit our formula for powerful selling tools."

The American Weekly's Power to Generate Action at Point of Sale springs from these Great Advertising Values:

1. BIG CIRCULATION that reaches an audience of nearly 10 million families with tremendous buying power.

2. KEY MARKET CONCENTRATION with four-fifths of its circulation in areas that account for fully 78% of all drug store sales volume.

3. DEEP PENETRATION covering nearly 1 out of 2 families in 758 key cities of 10,000 or more population, with a minimum 20% coverage.

4. HIGH FIDELITY COLOR for superb reproduction of product and package, for maximum copy impact.

5. FAMILY READERSHIP. Edited for the whole family, The American Weekly provides memorable reading for Sunday's relaxed setting.

6. SALES-COMPELLING CLIMATE. Unbeatable combination of magazine atmosphere, newspaper immediacy.

For full details on the McKesson & Robbins "Merry Christmas Drug Store" promotion, ask your American Weekly representative.

PARTICIPATING ADVERTISERS: Amity Leather Prod. Co. • Argus Camera Co. • Bourjois, Inc. • Eastman Kodak Co. • Eversharp, Inc. (Razor) • General Electric Co. • General Time (Westclox) • Landers, Frary & Clark • Minnesota Mining & Mfg. • Noma Lites, Inc. • Northam Warren Corp. • Northern Electric Co. • The Paper Mate Co. • The Parker Pen Co. • Prophylactic Brush Co. Ronson Corp. • Schick, Inc. • Scripto, Inc. • Remington-Rand • Stuart Hall Co. • Sunbeam Corp. • Sylvania Electrical Prods. • U. S. Time Corp. • J. B. Williams Co. • Allen B. Wrisley & Co. • Zippo Mfg. Co.

again teams with to swing giant share into drug stores

in McKesson's "Merry Christmas Drug Store" promotion 26 famous products in The American Weekly

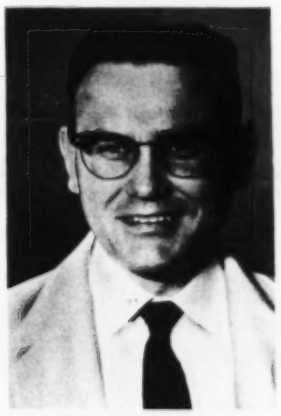
AND FIVE OF THE 5000 RECORD-SMASHING RETAILERS REPORT:

"American Weekly- McKesson & Robbins 'Merry Christmas Drug Store' promotion made 1958 our biggest holiday season ever. All special promotional items were a complete sellout. I am anxiously awaiting the new McKesson & Robbins promotion for this coming holiday season."

THOMAS D'ANNUNZIO, *President*
Rock Garden Pharmacy, Inc.
Schenectady 9, N. Y.

"It's amazing how The American Weekly brings customers into our store. During the 1958 holidays, by December 18th, sales beat our entire holiday volume in 1957. During the next seven days, sales equalled the entire month of December, 1957. I don't see how they do it, but I'm for it on a continuing basis."

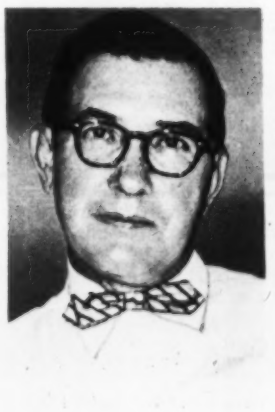
WILLIAM G. GALBRAITH, *Proprietor*
Ritchie Woods Drug
Eureka, California



"We feel this promotion is the type an independent has to have in order to compete with the large chain operations.

"Thanks to McKesson & Robbins and The American Weekly for color, excitement, and real merchandising help. I am looking forward to even bigger holiday sales in 1959."

GLENN FISHER
Glenn Fisher Pharmacy
Bellevue, Washington



"When a druggist buys merchandise in advance; puts up display material on his own initiative; distributes ad reprints at his own expense—you see our faith in this McKesson promotion and The American Weekly. I am sure the next promotion will help my operation as much as those in the past."

JOHN T. CAMPBELL
Campbell Drug Stores, Inc.
Columbia, S. C.

"The 'Merry Christmas Drug Store' promotion helped to make our store the Christmas headquarters in our neighborhood the first two years. We look forward to a greater increase in business as we know advertising in The American Weekly sends customers into our store ready to buy promotion merchandise."

O. H. HANSON
Plaza Drugs, Inc.
St. Paul 13, Minnesota

Advertisers get Action when Desires are raised to the 19,312,000th Power*

THE **American Weekly**

Second only to church . . . on Sunday!

*Primary Readers, Daniel Starch 1959 Consumer Magazine Report.

SELLS THE MOST • FOR THE LEAST • WHERE THE MOST IS SOLD

Gussow Names Staff for New Book; Corrects Lineup

Food & Drug Packaging, new bi-weekly to be issued every other Thursday, starting Nov. 12 by Magazines for Industry Inc., a subsidiary of Don Gussow Publications, New York (AA, July 13), will be headed by Burt Gussow, formerly advertising manager of *Modern Packaging*. He was never associated with *Packaging Parade* as previously reported. Gerry O. Manypenny, for the last 13 years with Haywood Publishing Co., Chicago, will be editor-in-chief. Thursten Clarke, formerly associate editor of *Packaging Parade*, will be managing editor; Herbert Friedman, formerly Chicago advertising representative of *Modern Packaging*, will be midwestern ad manager; Richard S. Raffles, of Gussow Publications, will be midwestern editor; Smith & Hollyday, San Francisco and Los Angeles, will handle far western sales.

A new consolidated Chicago office for all Gussow publications has been opened at 20 N. Wacker Dr.

Leon Adds Deltah, Danskin

Pearls by Deltah, Pawtucket, R.I., maker of Deltah and La Tausca pearls, has appointed S. R. Leon Co., New York, to handle its advertising. Leon also has been named to handle advertising for Danskin, New York, manufacturer of tights and leotards. Mogul, Lewin, Williams & Saylor formerly handled both accounts.

Britain's Top 20 Advertisers Spent $110,600,000 in Print, TV in 1958

(*Continued from Page 2*)

press-tv budget into television; in 1958, this number rose to eight. Of the 20 leaders, 16 increased the tv share of their budgets in 1958.

■ Some of the shifts were quite extreme. In 1957, Kraft Foods split its press-tv expenditure, 72% to 28%, in favor of the press. In 1958, the ratio was switched to 27% to 73% in favor of television.

Similarly, Alfred Bird & Sons, General Foods Corp. subsidiary, allocated 63% to the press and 37% to tv in 1957; last year this was reversed to 34% to 66%—in favor of tv.

The top three advertisers—Unilever, Beecham and Thos. Hedley—each increased the weight of tv advertising in the budget.

Unilever, far and away the leading advertiser with an expenditure of $25,121,000 on some 60 different brands, put 50% of its press-tv budget into television last year, compared to 38% in 1957.

Beecham and Hedley (the Procter & Gamble subsidiary here) each put 76% of their budgets into television.

■ J. Lyons, leading package foods marketer, increased its total budget 57% last year, but Lyons was already a convert to tv. It put 90% of its press-tv budget into television in 1957 and 83% in 1958.

The Saward Baker report shows that the most heavily advertised single product in 1958 was Tide, which accounted for $3,230,000 of advertising in the press and tv—about 25% of the Hedley total.

Following is the Saward Baker list:

Britain's Top 20 Advertisers

(Newspapers, Magazines, TV)

(000 omitted)

	1958	TV ('58)	1957
Unilever	$25,121	50%	$21,280
Beecham Group	14,504	76	11,138
Thos. Hedley	13,115	76	10,536
Imperial Tobacco	7,168	47	5,530
Cadbury Bros.	5,630	46	4,572
Shell-Mex & B.P.	4,723	28	3,192
Mars Group	4,608	69	3,539
Reckitt & Colman	4,272	35	3,796
Nestle	3,312	43	3,248
Gallaher	3,155	29	2,156
Colgate-Palmolive	2,962	44	2,948
Rowntree	2,881	76	1,842
Dunlop Rubber	2,766	22	2,343
J. Lyons	2,648	83	1,688
Kellogg	2,545	46	2,220
Imperial Chemical Industries	2,419	17	1,638
British Motor Corp.	2,368	1	1,430
Alfred Bird	2,284	66	1,996
Esso	2,133	48	1,772
Kraft	2,077	73	2,119

Domestic Engineering Names Milne President, Four Others

Domestic Engineering Co., Chicago, has named George L. Milne president of the company, William Hoelscher assistant publisher of *Institutions Magazine* and Oliver Johnson sales manager of *Domestic Engineering* and *Domestic Engineering Catalog Directory*. O. T. Carson, former president, has been named chairman of the board.

George L. Milne

Mr. Milne, former assistant publisher of *Institutions* and vp of the company, joined *Domestic Engineering* in 1945. Mr. Hoelscher will continue in his present capacity as managing editor of *Institutions Magazine*, and Mr. Johnson will continue as sales manager of *Actual Specifying Engineer* and *Engineer's Product File*. Bob Haglund was named assistant sales manager of *Domestic Engineering Catalog Directory* and Werner Ellmann assistant sales manager of *Actual Specifying Engineer* and *Engineer's Product File*.

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever with* The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained below—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100% coverage of 513,000 plus. In the entire CITY-STATE area, you get more than 80% coverage, plus important Bristol County, Massachusetts coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-Tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination*	Circulation	Line Rate
Morning and Evening	201,503	.62
Sunday Journal	188,039	.60
Sunday and Morning	245,758	.70
Sunday and Evening	331,823	.98
Sunday, Morning and Evening	389,542	$1.04

(ABC Circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

"Me an' J. K.

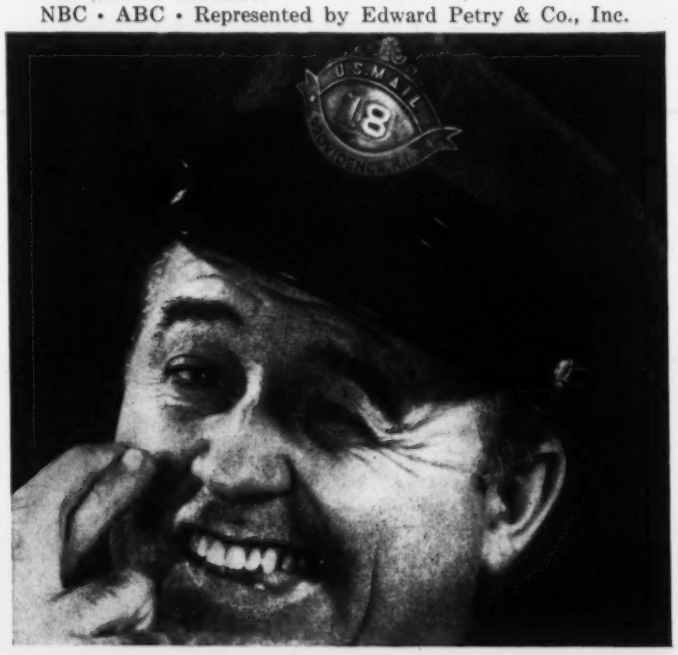
is just like this!" WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between "acts", Jay interviews visiting celebrities, and leaders of local and national civic groups. "The Jay Kroll Show" — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10

WJAR-TV

Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.



LOVE ME

LOVE MY *seventeen*

If you have a product to sell, you'll love this girl. She represents a $4 billion teen-age market—*the market that has come of age in a great big way* and is growing bigger every day. If you want to win this market, you'll love SEVENTEEN. For this magazine and its readers are devoted to each other. They think the same thoughts, feel the same emotions, speak the same language. They enjoy a depth of understanding and mutual admiration that is unique. No wonder advertisers place more linage in SEVENTEEN than in any other monthly magazine for women!

it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

'Star-Telegram' Promotes Two

Ralph Ray has been named national advertising manager of *Fort Worth Star-Telegram*, Fort Worth, and Bill Fairley has been appointed promotion manager. Mr. Ray has been with the newspaper since 1946 and Mr. Fairley has been with the *Star-Telegram* since 1950, serving most recently as head of the copy and layout department.

memo:

83%

The people
who buy,
or specify product, brand,
amount, and source
for more than 83%
of everything bought by
hotels and motor hotels
read

THE
HOTEL MONTHLY

105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

Calpak Boosts Yerby to VP

Ross B. Yerby Jr. has been named vp in charge of marketing of California Packing Corp., San Francisco. He succeeds Oliver E. Seegelken, who has retired after 40 years with Calpak. Mr. Yerby has been with the company 22 years, most recently as general sales director.

Smith Named Art Director

Norbert Smith has been named art director of Promotional Arts Inc., Chicago. Mr. Smith has been with the company for six years in the layout, design and illustration fields.

RULE BUSTER—*Rumrill Co. breaks "all the rules" of copy layout with a series of ads, like this one, for the sporting goods division of Dunlop Tire & Rubber Corp.*

House Okays Bill to Get Magazine Data for Post Office

WASHINGTON, July 14—The House has passed a bill which is expected to keep the Post Office Department up to date on the number of paid subscribers receiving each magazine which enjoys second class mailing privileges.

Under the bill, magazines will have to provide a sworn statement showing the average number of copies of each issue sold or distributed through the mail or otherwise distributed to paid subscribers during the preceding 12 months.

While it is sponsored by Rep. Tom Murray (D., Tenn.), chairman of the House post office and civil service committee, the bill, HR 6830, was offered at the request of the Post Office Department. Postal officials pointed out that existing law requires newspapers to file sworn information with respect to paid circulation, but does not apply the same rule to magazines.

■ In support of the bill, postal officials said that publications are required to maintain at least half their circulation on a paid basis before qualifying for second class privileges. In the absence of continuing sworn reports at regular intervals they say it is difficult to know whether magazines maintain adequate percentages of paid circulation once they obtain second class privileges. #

Turner to National Marketing

George R. Turner has joined National Marketing Ltd., Montreal, as director of planning. Mr. Turner was formerly in charge of merchandising at Leo Burnett of Canada Ltd.

Videodex Network TV*

June 1-7, 1959

Copyright by Videodex Inc.

Rank	Program	(%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	36.2
2	Wagon Train (Ford, National Biscuit Co., NBC)	35.1
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	33.5
4	Summer on Ice (U. S. Brewers Foundation, NBC)	32.3
5	Loretta Young (Procter & Gamble, NBC)	32.1
6	Perry Mason (Several sponsors, CBS)	31.3
7	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	30.7
8	Danny Thomas Show (General Foods, CBS)	30.3
9	Perry Como Show (Several sponsors, NBC)	29.2
10	Maverick (Kaiser, Drackett, ABC)	28.7

Rank	Program	(000)**
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	14,700
2	Wagon Train (Ford, National Biscuit Co., NBC)	14,200
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	13,400
4	Summer on Ice (U. S. Brewers Foundation, NBC)	12,800
5	Loretta Young (Procter & Gamble, NBC)	12,900
6	Perry Mason (Several sponsors, CBS)	12,100
7	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	11,800
8	Danny Thomas Show (General Foods, CBS)	12,400
9	Perry Como Show (Several sponsors, NBC)	11,900
10	Maverick (Kaiser, Drackett, ABC)	11,100

* Homes viewing in cities where program is telecast.
** Listed in sequence of rating level from first list.

Iowa Media Cataloged

Information about Iowa's daily and weekly newspapers and radio and television stations is contained in the "1959 Directory of News Media" issue of the "Iowa Publisher," monthly publication of the University of Iowa school of journalism, Iowa City.

Gyra Appoints Roy Zeff

Gyra Electronics Corp., LaGrange, Ill., manufacturer of precision instruments for the electronic and nucleonic industries, has named Roy Zeff & Associates, Skokie, Ill., its agency. The company previously was a direct advertiser.

CLOSE HARMONY

Most everybody knows the enjoyment of "making with" barbershop harmony. But how many know the rewarding satisfaction of collaborating with minds and skills completely in harmony with our own? Many an eminently successful advertiser has said that an exceptional genuis for sensing exacting photoengraving needs and the technical knowledge and skilled craftsmanship for satisfying them, have continuously rewarded his more than thirty years' dependable and harmonious business relations with ROGERS.

ROGERS
engraving company
2001 calumet avenue • chicago 16
master-craftsmen of photo-engraving

SELLING IN NORTH CAROLINA CALLS FOR THE

HOW TO TEST A FOOD PRODUCT AND GET THE ANSWERS

1—Test your plans in the pages of the Winston-Salem Journal and Sentinel. You'll be reaching a compact 11-county market with $113,792,000 in retail food sales.

2—Keep tabs on your progress through the Journal and Sentinel research department's continuous monthly inventory reporting the sales and distribution of more than 450 food brands and sizes in the Winston-Salem Metropolitan Area. Available free to advertisers and agencies. Write today for your copy.

WINSTON-SALEM
JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)

IN FACT, you can't cover North Carolina without the Journal and Sentinel

CIRCULATION NOW 105,147
(Sunday 75,963)
Statement ending March 31, 1959

REP. KELLY-SMITH COMPANY

EVEN JOHN CAPLES* LAUGHED

when we set down the promise he'd get a reservation confirmed at any Sheraton Hotel in just 4 seconds. "Make it believable," he said. "Change it to 59 seconds." But, so help us, electronic Reservatron works faster than that. The proof is when you call your nearest Sheraton Hotel. **SEND FOR FAT FREE BOOKLET:** 96 pages describe the delights awaiting you in 47 Sheraton Hotels in 39 cities. A boon for you — and for us (we're testing this ad). Address: Sheraton Corp., Ad Age Ad #1, 470 Atlantic Ave., Boston, Mass.

*Noted copy-testing expert and author of "They Laughed When I Sat Down at the Piano."

WGR

Buffalo, New York

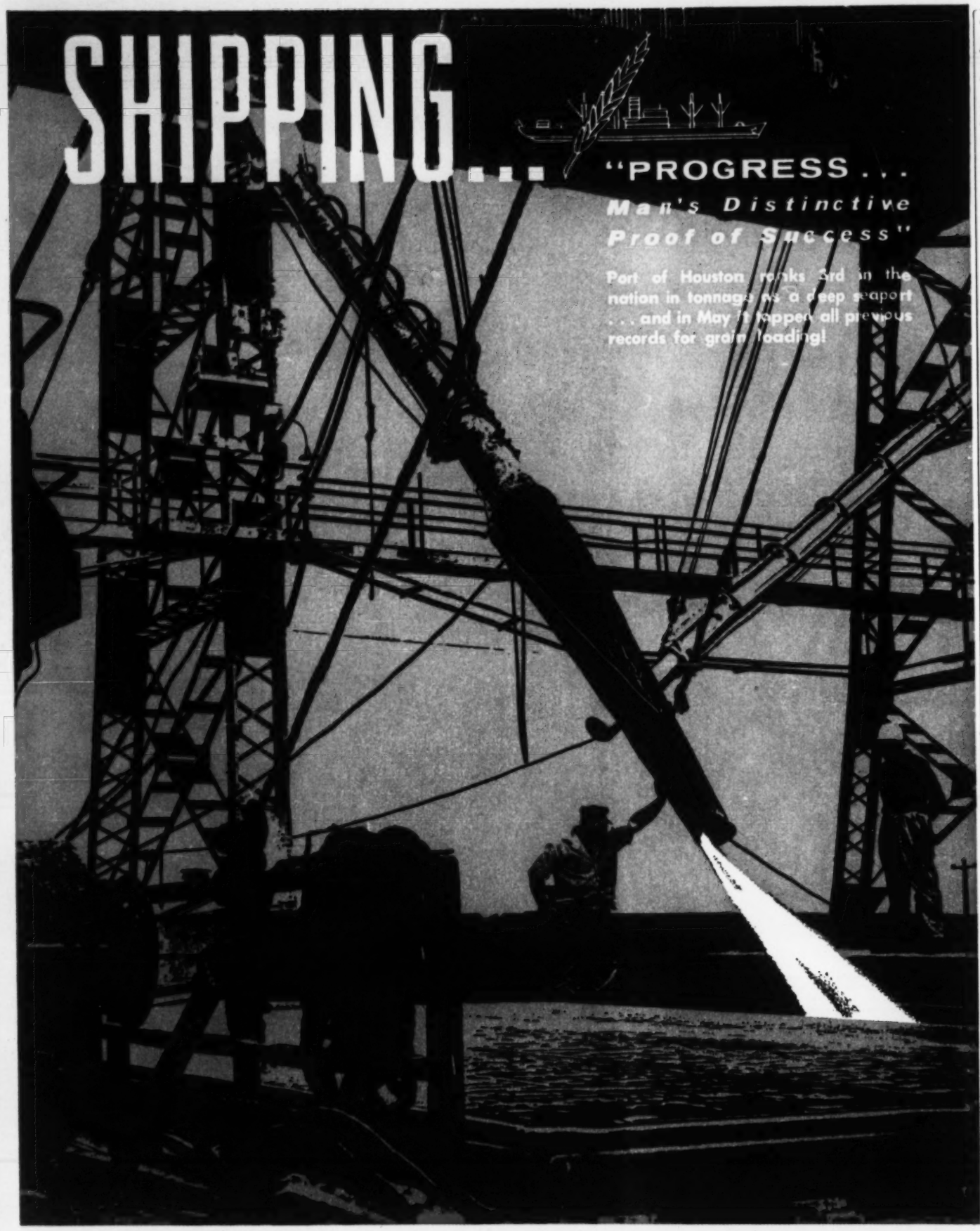
WSVA

Harrisonburg, Virginia

now
represented
by

Edward Petry & Co., Inc.

The Original Station Representative.


SHIPPING...
"PROGRESS...
Man's Distinctive
Proof of Success"
Port of Houston ranks 3rd in the nation in tonnage as a deep seaport ... and in May it topped all previous records for grain loading!

And now, more progress in circulation for the Houston Chronicle, your smartest advertising buy in Houston

Chronicle circulation is **UP**

8113 Daily – 6092 Sunday

Raising Chronicle circulation to **200,175 daily** and **221,860 Sunday**

Latest figures submitted to the Audit Bureau of Circulations for the six months period ending March 31, 1959 show this increase in Chronicle circulation daily and Sunday

THE HOUSTON CHRONICLE

THE BRANHAM COMPANY – National Representatives

Perfex Copy Pokes Fun at Competitors' Extravagant Claims

SHENANDOAH, Ia., July 14—Liquid Perfex, the cleaner that "cleans almost everything," is getting a sprightly introduction in a newspaper and spot tv campaign in the Midwest.

A product of Tidy House Products Co., Liquid Perfex is similar to competing liquid cleaners—in fact, the company admits that there is no use that can be claimed for it that isn't being claimed, sometimes in "wildly impossible" statements, by its competition. The company therefore decided that a note of modesty would be welcome in the field, and the theme became "Perfex cleans almost everything."

This is further explained in print ads by a little box that reads: "Examples of things we cannot guarantee that Perfex will clean up: old bills; graft and corruption in high places; politics in small Central American countries; jokes; slates for people who want to start over; etc."

Illustrations show a woman driver efficiently wiping out a

gent's swear words; a prisoner wiping away his cell bars; a zoo keeper daubing away an animal's stripes.

■ Perfex happens to be the "only" liquid cleaner with a distinctly pleasant odor, according to the company, so the campaign has a second theme, "And it cleans as well without that smell."

This theme is brought out in tv commercials where a blindfolded model mistakes a vase of roses for the product. Each commercial ends with the model wiping away all the props, and herself, leaving a blank screen.

The newspaper ads and tv commercials are appearing in Omaha, Lincoln, Denver, Kansas City and Des Moines. Tv alone is being used in Sioux City.

Guild, Bascom & Bonfigli, San Francisco, is the agency. #

Yale & Towne Names Two

Yale & Towne Mfg. Co., New York, has appointed James H. Eddy to the new position of director of executive development and Frank P. Minnelli to the new corporate post of director of planning. Mr. Eddy has been director of personnel administration, systems and procedures for the Yale lock and hardware division, with headquarters in White Plains, N.Y., for the past seven years. Mr. Minnelli formerly was marketing manager of the Yale materials handling division with headquarters in Philadelphia.

Menzies Joins Tatham-Laird

A. R. Menzies has joined Tatham-Laird, Chicago, as an account executive. He formerly was a brand manager on Pride, Stride and Jubilee at S. C. Johnson & Son, Racine. Tatham-Laird also has named Joan Wilke, formerly a copywriter with Leo Burnett Co., to its creative staff.

An unprecedented move in our industry

You've heard of publishers raising rates before. But have you ever heard of a raise in rates that was accompanied by a reduction in other costs that will be of direct benefit to the advertiser?

By the end of this year C&EN's circulation will reach 103,000, a gain of 12,000 subscribers since our last rate card was issued. Consequently a modest rate increase will be effective January 1, 1960. This increase is based not only on our delivery of a greater circulation but on an enlarged editorial staff and increased publishing costs.

However, advertisers, for the first time in the history of our industry will benefit from a new rate structure that will reduce color advertising rates by 17% and bleed rates by 37%.

Performing acts of leadership is nothing new to *Chemical and Engineering News*... and we want to continue that tradition. We feel the combination of offering greater circulation in the valuable area reached by our publication plus the revolutionary new reductions in color and bleed rates is a definition of a good business deal. We hope you think so too... and look forward to your valued business.

Chemical and Engineering News
(The chemical specialists' authoritative news magazine—over 100,000 readers every week.)

PUBLISHED BY
American Chemical Society, 1801 K Street, N.W., Washington 6, D.C.
ADVERTISING MANAGEMENT
Reinhold Publishing Corp., 430 Park Avenue, New York 22, N.Y.

CHEMICAL AND ENGINEERING NEWS

SAN FRANCISCO EXAMINER **Sports**

MONDAY, APRIL 20, 1959 —Sec. II

More Sports Pages; Top 22-Man Staff

By CURLEY GRIEVE
Sports Editor

Complete, authoritative excellence and careful editing keynote The Examiner sports section. And there's 20 per cent more sports news in The Examiner

Here are seven reasons why Examiner sports are tops:

1—At the scene sports coverage whether a local game or the Olympics half way around the world.

2—Smashing pictorial coverage featuring the famous Examiner magic eye sequences.

3—Community leadership, such as bringing major league baseball to San Francisco and the Winter Olympics to Squaw Valley.

4—A promotional program tops among cosmopolitan papers: presenting annual All-American clinics for youngsters such as the baseball school under Oscar Vitt, basketball school under Hank Luisetti, ski school under Eric Johnson, tennis under Jack Kramer and The Examiner-sponsored William Randolph Hearst Regatta, Far Western Swimming and Diving Champ- Hole-in-One tour-

MAYS ON THE MAT!—A stunned stadium crowd looked on as Willie Mays tumbled to the ground after tripping over first base in the third inning yesterday. The Eagle Eye runner caught the dramatic sequence. Panel 1—Coach Wes Westrum looks to ...—Examiner Staff Photos by Charles Bennett.

Manager Bill Rigney (18) rushing out on Willie ...orders on ground. Panel 2—Pain is written on his face. Panel 3—He's up, supported by Trainer Fr... Bowman. Panel 4—All right again. Willie's r... cable was twisted but he stayed in lineup.

L. A. Rally In 8th Tips Cubs, 8-3

LOS ANGELES, April 19 — (UPI) — Wally Moon's bases-loaded single in the eighth inning today broke a 3-3 deadlock and opened the gates to a five-run barrage that gave the Dodgers an 8-3 opening victory over the Cubs.

The victory was a four-hitter for Johnny Podres for his first win of the season and it featured the outstanding batting of Duke Snider and Charlie Neal as well as Moon.

The crowd of 29,663 gave Snider a tremendous ovation when he hit a 336-foot homer to left-centerfield in the third inning. It was his first homer of the season and the 332nd of his career, moving him to 10th on the all-time major league list. He had been tied for 10th with Hank Greenberg.

Podres in the first inning

Chief Justice Die Hard Fan

BALTIMORE, April 19.—(AP) — There were 16,062 fans at the start of a baseball doubleheader between the Baltimore Orioles and Washington Senators today.

Seven and a quarter hours later, after two long delays due to rain, the few fans remaining for the final out could almost be accommodated in the press box.

One distinguished visitor was Chief Justice Earl Warren, who stayed to the end.

Bowling Stars to Open Tour

By CARL RZICH

Bowlers used to be an obscure group but now their faces are as well known as those of Mickey Mantle, Johnny Antonelli and Hugh ...ican pro-

The Low Down

Umpire Boggess Proves Whiz With Whisk Broom

By PRESCOTT SULLIVAN

We've just got off a wire to Warren C. Giles, president of the National League, informing him of the excellent job turned in by one of his umpires yesterday at Seals Stadium.

If the Western Union is functioning with its usual efficiency, the message should be waiting for Giles when he reports at league headquarters in Cincinnati, Ohio, this morning.

We know he'll be delighted with it. As the NL's chief executive, Giles has to listen to plenty of complaints about the umpires during the course of the season as it always ...tickles him when some one speaks well of his men for a change.

Subject of our commendation is Linton R. Boggess, a sturdy veteran, whose work as umpire-in-chief drew countless "ohs" and "ahs" from yesterday's capacity crowd.

What most impressed the customers was the manner in which Boggess kept home plate dusted off. To judge by the grumbling of both teams, the man missed his share of balls and strikes, but home plate remained immaculate.

The ladies were particularly appreciative of this phase of Boggess' performance. Roaming through the grandstand and box seat section, we overheard any number of them commenting excitedly on the results he achieved.

"My, my! What a wonderful housekeeper!" one woman enthused.

"He's as neat as a pin," another observed with equal enthusiasm.

"I only wish I could get my living room that spotless," a third remarked.

Boggess was fully deserving of the tributes. The meticulous care he gave home plate was without precedent in the annals of Seals Stadium.

Every few minutes, all during the afternoon, Boggess whipped a whisk broom out of his hip pocket and went to work. At times, it appeared that home plate didn't need dusting, but Boggess dusted anyhow.

He dusted with infinite skill. There was no lost

(See LOW DOWN, Page 10, Column 1)

One Frightening Mome

Mays Falls--On As He Continu

By CURLEY ...

SEALS STADIUM, April 19.—For ... fall over the stadium today.

The capacity crowd of 22,785, in an ... run scored, saw Willie Mays stretched o...

He had rammed his right ... foot into the back of the bag ... beating out a double play re... lay and tumbled hard on his ... back.

Right then, President Hor... ace Stoneham, looking down ... from his office window, and ... manager Bill Rigney, who ... had left the bench in a rush, ... had their hearts in their ... mouths—as they later con... fessed.

Had Mays wrenched a ... knee? Pulled ... Twisted an anki...

This was the ... dent that has ... ers for days, ... and even entit...

If Mays were ... —there would ... nant chances ... $60,000 a yea... ringer, a $2 ... baseball mar... even been ... chise," thou...

Driver Is Killed In Race Won by Bettenhausen

TRENTON (N. J.), April 19 —(AP)—Dick Linder, 36 year old Pittsburgh driver, was killed today when his car spun over the fence during the United States Auto Club's 100-mile Race of Champions.

Tony Bettenhausen of Tinley Park, Ill., won the race which was stopped after the 87th lap because of rain.

The accident came on the 58th lap when Jim Rathmann signaled Don Branson to over... lap him.

In doing so, Branson's In... dianapolis-type car rammed ... the tail of Rathmann's vehicle ... and then spun.

MORE IN TH...

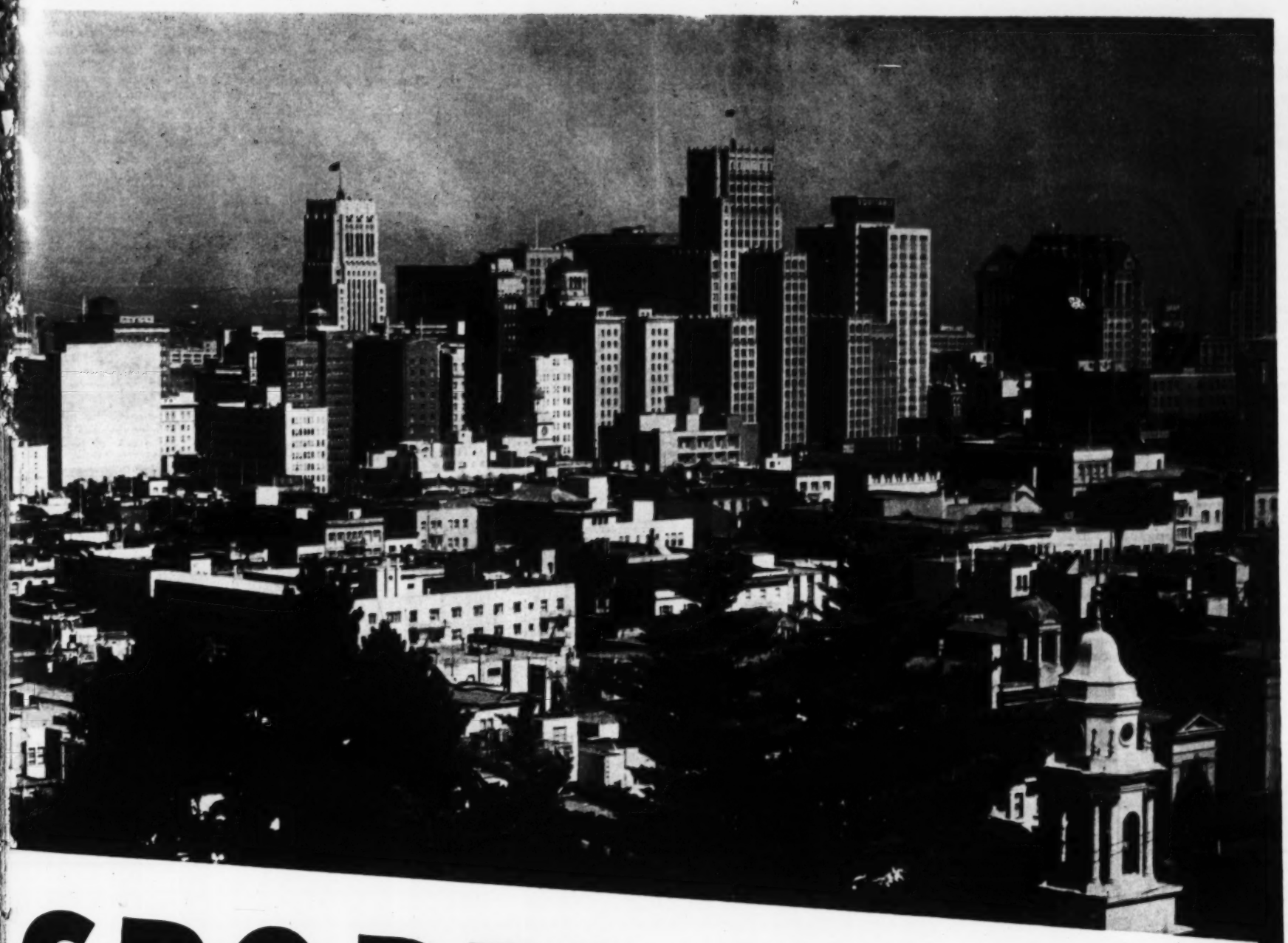
HIGHEST Daily Circulation

San Fr...

A HEARST NEWSPAPER REPRE...

There's More Of Everything In Examin...

Bargain... Buy for... Ladies



SPORTS NEWS
E EXAMINER

AMERICA FIRST

MONARCH OF THE DAILIES

ancisco Examiner

HIGHEST Sunday Circulation

SENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

4,170 More Pages

Copy-Only Ads Got River Valley Frozen Foods Line Started

SAN FRANCISCO, July 14—How Langfield Co., Oakland wholesale frozen food distributor, put its River Valley frozen vegetable line on the Bay Area market three years ago, using a minimum ad budget, and saw the brand rise to first place in sales in two and one-half years was told to an ad workshop here by the man who directed the operation.

Alvin Langfield, president of Langfield Co., told his story to a "Social Aspects of Advertising" workshop at San Francisco State College, a five-day event sponsored by the college in cooperation with the San Francisco Advertising Club and the American Assn. of Advertising Agencies.

■ Following an earlier success in 1949 in marketing Donald Duck frozen orange juice—now top seller in the Bay Area with more than 50% of the market, according to Mr. Langfield—the company decided in the spring of 1956 to market a frozen vegetable line.

There were already several lines on the market, "so we knew," said Mr. Langfield, "we had to offer something of greater value.

"There are three things necessary to put over a brand—quality, advertising and price, in that order of importance," he said. "Usually a product can get along with any two, but we decided to have all three."

Mr. Langfield said his company put major emphasis on the quality of the vegetables, insisting on high Grade A quality and so specifying with U. S. Department of Agriculture certifications on all packages.

"The next step was pricing. That was easy," said Mr. Langfield, "because we simply eliminated every unnecessary step between the packer and ourselves. That made it possible to price the brand at popular prices and still have a profit. This step was just a matter of business efficiency."

■ Getting acceptance among grocers was no great problem, Mr. Langfield explained, because the company was known. But advertising posed a real problem. "We were up against the oldest and most universal problem known to man: Lack of money," he said.

INEXPENSIVE BUT EFFECTIVE—*Budget considerations forced Langfield Co. to use simple ads with minimal art for the introduction of the company's frozen vegetable line. This ad, on a bus, was one of the later ads—done when there was more money for art in the ad till.*

"We couldn't allot a fund of any size to start the program. We just didn't have that kind of money. It had to be a bootstrap operation, and it had to produce quickly. That meant we couldn't afford any artwork—no pictures."

"You just can't introduce a product without pictures or art work in the ads," said Johnson & Lewis, San Francisco, Langfield's agency, when Langfield explained its problem.

But the agency came up with a bus sign with nothing more than a blownup typewriter type, reading as follows:

■ "Once in a long while a new product comes along with a real story to tell. First it's just a name you see. Then, almost without your knowing why or how, that name is a by-word. Such a name is River Valley. Its story is simple: Grade 'A' frozen vegetables at budget prices. Lots of people are going to try River Valley to see if this story is true. It is. And when the name becomes an automatic part of your buying vocabulary, you can remember this as the first time you saw it in print: River Valley."

The ad was signed with the company's name in small type.

This and similar low cost ads got the product started and as profits began to roll in, Mr. Langfield noted, its ad budget grew and eventually artwork was used in the ad series.

"The entire campaign right from the start has been paid for out of earnings on sales, and the cost is a shade under 3% of sales. It is now running about 2% because of greater volume," Mr. Langfield said. #

ABC-TV Sets Grid Series

ABC-TV has lined up three companies to sponsor a series of seven professional football games to be telecast live and taped on Saturday nights. General Mills will sponsor the series nationally, starting with the first game Aug. 22. Theo. Hamm Brewing Co. will sponsor in the West and National Brewing Co. in the East.

'U. S. News' Boosts Rates

U.S. News & World Report, effective with the Jan. 4 issue, will increase its circulation rate base from 1,100,000 to 1,150,000, and will boost the ad rate from $5,465 to $5,980 per b&w page.

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list!
(or phone, it's quicker)

*

QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill
SUperior 7-8288

ANPA Names Advertising, Other Committees

The board of directors, American Newspaper Publishers Assn., has appointed Sterling E. Graham, *Cleveland Plain Dealer* and *News*, chairman of its committee on advertising; Ralph Nicholsan, *Eagle*, Dothan, Ala., chairman of postal committee; Amory H. Bradford, *New York Times*, chairman of press communications; M. W. Armistead, *Roanoke Times* and *World-News*, federal laws committee chairman, and Richard C. Steele, *Telegram-Gazette*, Worcester, Mass., social security committee chairman.

In addition to Mr. Graham, members of the 28-man advertising committee include H. W. Beyea, Hearst Advertising Service, N. Y.; Gordon F. Chelf, *Philadelphia Inquirer;* Lewis S. Fidler, Scripps-Howard Newspapers, New York; John W. Moffett, *Minneapolis Star* and *Tribune;* William F. Schmick, *Baltimore Sun;* Emil A. Sees, *Kansas City Star* and *Times;* Russ Stewart, *Chicago Sun-Times*, and Frank E. Tripp, Gannett Newspapers, Elmira, N. Y.

Carlson Varmo Sweeney Jenkins Hazlewood Bird

MOVED—*Moving into new offices in the Fidelity Bldg. in Indianapolis are the executives of Carlson & Co. They are Herb Carlson, president, Vic Varmo, Ray Sweeney, Bob Jenkins, Jack Hazlewood, all vps, and Pete Bird, art director.*

Cannes Winners to Be Featured at AA Workshop

CHICAGO, July 14—Ten of America's prize-winning tv commercials from the Cannes festival will be a highlight of the tv session Aug. 6 at the ADVERTISING AGE summer workshop on creativity in advertising. Dr. Steuart Henderson Britt is director of the workshop.

Chevrolet's "Station Wagon" and Calo's "Tired Dog," the two grand prize winners at the international festival, will head the list of commercials to be screened. Five judges on the commercial panel will evaluate and comment on each commercial viewed during the evening session, scoring each on a 1-to-10 rating system. Creativity, production values, sales effectiveness or individual viewpoint may be the panel's criteria; the workshop members will be invited to match wits with their own scoring on the commercials.

Harry Wayne McMahan, industry consultant on tv commercials, will be chairman of the panel. Panel members include Bea Adams, Gardner Advertising Co.; Bob Foreman, Batten, Barton, Durstine & Osborn; Ed Graham, Goulding-Elliott-Graham, and Jack Sidebotham, Young & Rubicam.

■ Other Cannes winners on the program will include Piel Bros.' "Bert & Harry," Lestoil, Zest, Dial, Andersen's pea soup, Chesterfield, Carling Brewing (Stag beer), Charmin, and the Ford "Thinking Dog" commercials.

Other current and controversial spots for panel review will be Viceroy's "Thinking Man" series, Colgate's "Invisible Shield" tv ads, Maypo's "Markey" films, Anacin, Jell-O, Hamm's "Sky Blue Waters" series and more, as time permits. Panel members have promised to pull no punches in their evaluations.

The entire two-hour evening session of the workshop will be devoted to the commercial screening and discussion. More than 450 advertiser and agency executives from all over the country are registered for this second annual workshop, which opens Aug. 5 at the Palmer House, Chicago. #

Mobley Named Ad Director of Blitz-Weinhard Brewery

C. P. (Cork) Mobley has been appointed director of advertising for Blitz-Weinhard Co., Portland, Ore., and will be in charge of all advertising, public relations, sales promotion and point of sale. He formerly was public relations manager of the brewer.

your rewards!

Constant quality programming pays

off in audience growth and loyalty!

Peabody Award

Won by WGN-TV's Blue Fairy as the best children's program of the year.

Alfred P. Sloan Award

Presented to WGN Radio "Signal 10" for public service in promoting traffic safety. "Signal 10" documents the work of the state police of Indiana with on-the-spot recordings of actual traffic violations and instructive comments on their dangers. This popular, 25-minute feature has been made available to 17 other midwestern radio stations.

Ohio State 1958 TV Award

Presented by Ohio State University to WGN-TV for its documentary program "The Cardinal's Two Hats," based on the life of the late Samuel Cardinal Stritch.

3 Emmy Awards and 10 Plaques

WGN-TV's Fran Allison was awarded two Emmys. She was chosen best actress of the year and best saleswoman of the year.

WGN-TV's cameraman, Wilmer Butler was awarded the behind-the-camera Emmy for "best creator with material elements."

The ten plaques awarded to WGN-TV were shared by these seven WGN-TV staffers: Fran Allison, Frazier Thomas, Jack Brickhouse, Sheldon Cooper, Frances Horwich, Bob Trendler, and Bob Stebbins.

Quality programming, presented with integrity, produces award winners. It also produces rewards for advertisers who can depend on WGN and WGN-TV to deliver loyal audiences day after day, year-in, year-out.

WGN and WGN-TV

Serving all Chicagoland
441 N. Michigan Avenue, Chicago 11, Ill.

"WHEN DID IT BECOME THE FASTEST GROWING NEWSPAPER IN THE UNITED STATES"

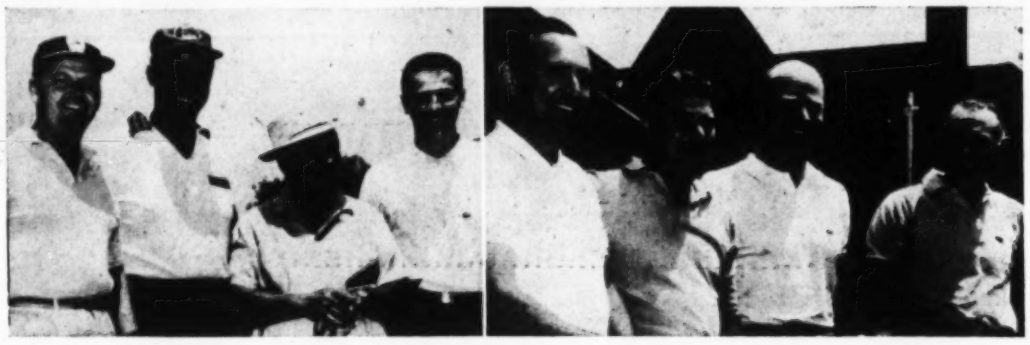
SEE PAGE 53

PHOTO REVIEW OF THE WEEK

De Vogelaere Young Gudgeon Wright Rogers Fusaro Boersma Reinhard

COMPETITIVE—*Clubs in hand, determined look on face, these golfers are at the party given by consumer magazine representatives for Cincinnati-Day top advertisers and agencies. These gentlemen are Bob De Vogelaere, National Geographic; Gordon Young and Dave Rogers, Procter & Gamble; Bill Gudgeon, McCall's; Tom Wright, Leo Burnett Co.; Art Fusaro, Emery Industries; Burt Boersma, Better Homes & Gardens, and Dick Reinhard, Successful Farming. The annual event, called Cinciama, takes place in Cincinnati.*

MARATHON—*Greta Anderson will attempt the first two-way crossing of the English Channel in August under the sponsorship of Mytinger & Casselberry, Long Beach, Cal.*



More Schmit Coffey McGinty Helsel O'Brien Lillie West

ONLOOKERS—*Taking a less competitive attitude, these gentlemen watch the golfers at the Cinciama golf match sponsored by consumer magazine representatives for advertisers and agency men in Cincinnati and Dayton. They are Ed More, Formica Co.; Dick Schmit, Farson, Huff & Northlich; Martin Coffey, Philip Carey Mfg. Co.; Ed McGinty, House Beautiful; Ray Helsel, This Week Magazine; Jack O'Brien, Inland Mfg. Co.; Paul Lillie, Ladies' Home Journal, and Ran West, Stockton, West, Burkhart.*

Quinn Provandie Wilson McManus Andres

WINNING AGENCY—*Some 40 General Electric agencies competed in the major appliance division's "home laundry" advertising contest. Hoag & Provandie was the winner. Here Paul H. Provandie, president, and Edward W. Quinn, vp and GE account executive, accept the award and plaque from the executives of the New England district sales and distribution department: C. M. Wilson, manager; Richard B. McManus, ad manager, and Arthur E. Andres, sales manager.*

Swanson Hawkes Waxenberg Spring Coffelt

SPEAKERS—*Speakers at a luncheon for Quad Cities grocers sponsored by the Moline Dispatch, Rock Island Argus, both Illinois, and Davenport Daily Times and Morning Democrat on "Better Meals Build Better Families" were Harold E. Swanson, the Dispatch and Argus; John Spring, Argus; Glenn Coffelt, Times and Democrat; Robert M. Hawkes, Bureau of Advertising, ANPA, and Richard Waxenberg, president, Super Market Institute and Eagle-United chain.*

McMechan Simpson Lefton Campbell McCarthy Seltzer Marritt McEvoy Nicholas Tyson Bishopric Kilcheski

PROBLEMS, PROBLEMS—*All these admen are deep in case problem discussions at Advertising Federation of America management seminar at the Harvard business school. They are Jervis B. McMechan, Ford Motor; Hunter Simpson, International Business Machines; Al Paul Lefton Jr., Al Paul Lefton Co.; W. Colin Campbell, Campbell-Ewald; W. Barry McCarthy, Batten, Barton, Durstine & Osborn; Robert Seltzer, Curtis Advertising Specialty; Newman McEvoy, Cunningham & Walsh; Robert H. Marritt, Climalene Co.; Peter H. Nicholas, of Charles W. Hoyt Co.; Frank J. Kilcheski, BofA; John M. Tyson Jr., McCann-Erickson, and Karl Bishopric of Bishopric/Green/Fielden.*

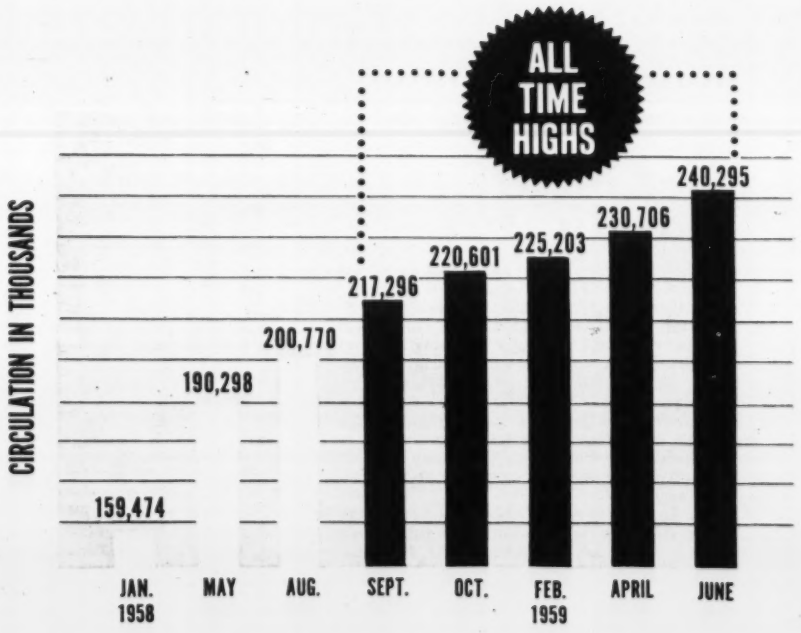
LARGEST CIRCULATION GAIN IN THE UNITED STATES: PHILADELPHIA DAILY NEWS

Here are the latest circulation figures (Audit Bureau of Circulations, Publisher's Statements, March 30,'58-'59, excluding merged newspapers).

PHILADELPHIA DAILY NEWS
UP 49,618

NEW YORK TIMES
UP 40,868

SAN FRANCISCO CHRONICLE
UP 30,375



At left, typical monthly circulation figures of the PHILADELPHIA DAILY NEWS since acquisition by Triangle Publications, Inc. These monthly averages are as submitted to the Philadelphia Merchants Association, to which all metropolitan Philadelphia newspapers belong. They tell a dramatic story of this family newspaper's steady growth to new all-time highs, without contests or giveaways of any kind.

PHILADELPHIA DAILY NEWS

An afternoon newspaper, affiliated with Triangle Publications, Inc. represented by The Katz Agency.

They, God Bless them
are the airline people
publishers, food makers
electric brain vendors
and what all who turn
out nice things for our
health and pleasure and
who depend, year after year
on the effective presentations,
displays and mail pieces contrived
by the expert craftsmen who use the
varied and splendid production facilities
of Rapid Art Service, 304 East 45th Street
New York 17, N.Y. Call MUrray Hill 3-8215

ART STUDIO + TYPESETTING + LETTERPRESS + SILKSCREEN + BOX EASELS & BINDERS

'Non-Users' Use Railroads Plenty, Say AAR Ads

(*Continued from Page* 3)

duction involves a salesman who operates from his car.

When the first in the series appeared early this month, some railroad public relations people questioned it on the grounds that it seemed to be promoting air travel, and that it left an impression that railroads aren't particularly interested in fighting to keep passenger business.

However, John N. Ragsdale, advertising manager of AAR, denies that the series has created extensive controversy in the industry.

■ As to the charge that the association leaves the implication that it is not concerned with encouraging passenger travel, Mr. Ragsdale expressed surprise.

"AAR advertising is only a fraction of the advertising which reaches the public, so far as railroads are concerned," he said.

"Our major aim is to tell the over-all economic story of railroads. The advertising of the individual railroads and the regional associations takes up other subjects, such as passenger travel."

He noted that passenger traffic provides only about a tenth of railroad revenues, and that many AAR members who contribute to the association's program are not operating any passenger trains.

With its advertising fund estimated at about $750,000 for 1959, AAR has trimmed its media list. It has omitted many general magazines this year, Mr. Ragsdale said, and is exerting its principal effort in "thought leader and opinion molder publications." AAR's agency is Benton & Bowles.

Railroads Trimmed Ad Budgets in '58, AAR Report Says

WASHINGTON, July 14—Railroads trimmed their advertising expenditures in 1958 to the lowest levels in recent years, as the business recession cut into revenues and earnings.

A compilation of railroad advertising figures tabulated by Assn. of American Railroads from ICC reports shows total expenditures for 115 Class I railroads at $20,314,287, compared with $26,305,674 in 1957 and $28,091,358 in 1956. In 1951-55, expenditures never fell below 1951's $24,362,560.

(Two weeks ago, ADVERTISING AGE reported on a survey by the Assn. of Railroad Advertising Managers of the advertising of 112 Class 1 railroads. This survey showed that of the $20,314,287 in advertising during 1958 by Class I railroads, $12,792,817 was spent to promote passenger facilities.)

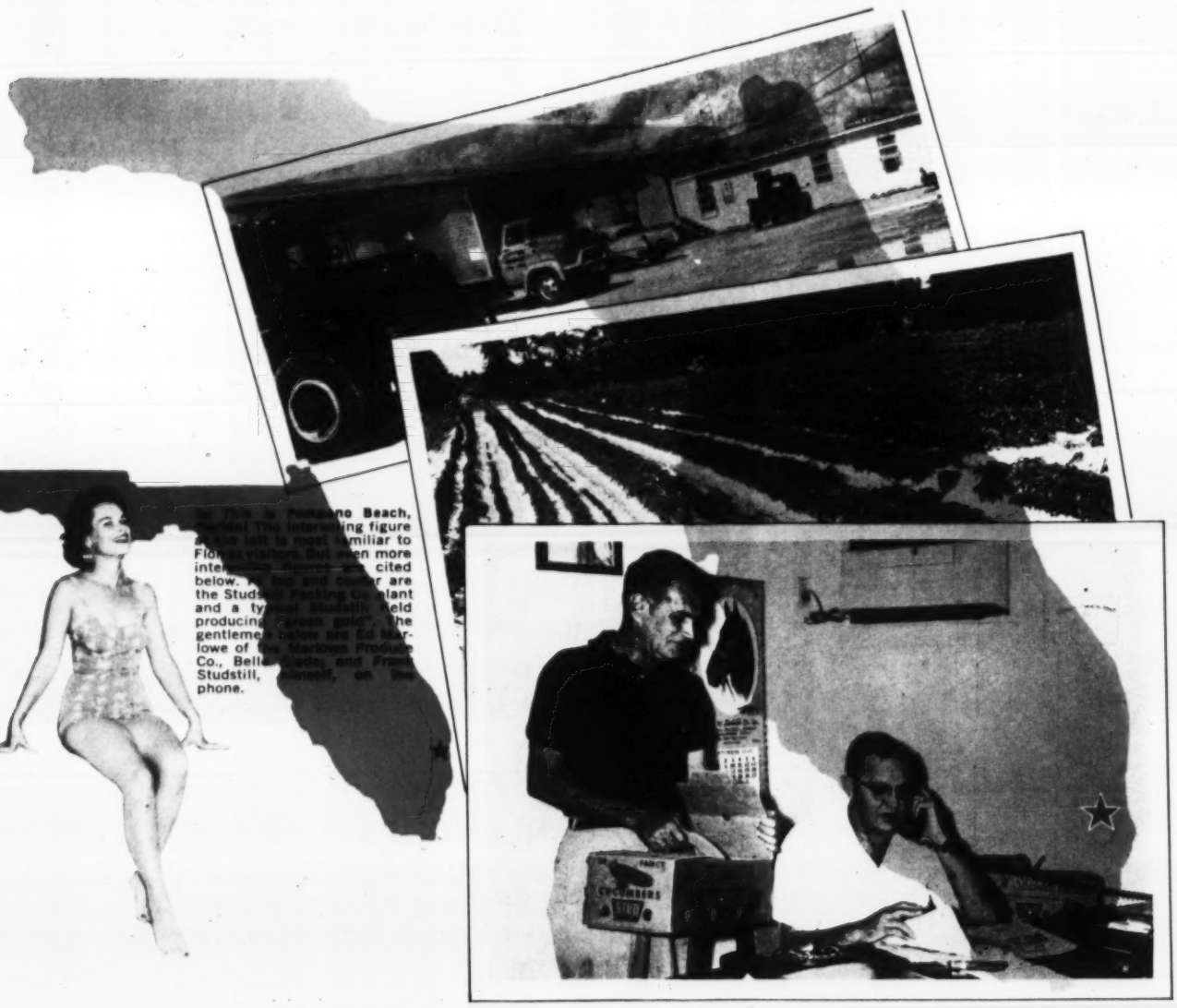
■ The more than 25% cutback in advertising took place at a time when railroad revenues dropped by nearly 10%, from $10.5 billion in 1957 to $9.6 billion in 1958.

Of the 10 leading railroad advertisers in 1957, all but one—Northern Pacific— trimmed their spending. One of them, the Pennsylvania, trimmed so sharply that it does not appear on the "top 10" for 1958.

Expenditures charged to freight traffic were trimmed more stringently than advertising charged to passenger traffic. After a high of $11,486,824 in 1957, freight advertising amounted to only $7,514,463 in 1958. Passenger advertising dwindled to $12,792,817, from $14,818,450 in 1957 and a high of $18,098,785 in 1956. #

Top Railroad Advertisers, 1957-1958

	1957	1958
Union Pacific	$3,646,540	$3,319,665
Sante Fe	2,651,157	2,411,221
Great Northern	1,530,011	1,458,268
B&O	1,486,203	1,000,822
C&O	1,437,875	640,752
N. Y. Central	1,105,035	688,074
Pennsylvania	992,902	481,779
Norfolk & Western	961,117	600,528
Northern Pacific	880,751	882,968
Southern Pacific	789,988	748,707
Milwaukee	752,973	397,959
Burlington	730,066	704,164
Illinois Central	632,455	470,550
Missouri Pacific	595,707	359,251
Southern	559,304	533,178
Atlantic Coast Line	537,368	385,905
Rock Island	532,501	423,705


This is Pompano Beach,
Florida! The interesting figure
at the left is most familiar to
Florida visitors. But even more
interesting figures—as cited
below, left and center are
the Studstill Packing Co. plant
and a typical Studstill field
producing green gold. The
gentlemen custom are Ed Marlowe of the Marlowe Produce
Co., Bell Studstill, on the
phone.

When Frank Studstill Reads THE PACKER... The "Green Gold Coast" of Florida Buys!

Advertisers in The Packer have discovered there are more ways than real estate and motels to get into the Big Money on the Florida Gold Coast. At Pompano Beach, midway between Miami and Palm Beach is one of the busiest centers for vegetable production and distribution in the United States. It's a $20,000,000-plus market for farm equipment and supplies.

There's only one key to this big, prosperous market—The Packer, the *news*publication of the Fresh Fruit and Vegetable Industry. Of the fewer than 100 men who control the production and growing of 40,000 vegetable producing acres in Palm Beach and Broward County, 76 are subscribers to The Packer—depend on The Packer to keep them in touch with market trends and news . . . and use The Packer to sell their produce.

Take grower-shippers like Frank Studstill, a Packer subscriber for 20 years. Known as the "Cucumber King," Studstill, even in slim years, markets a million bushels of Florida's "Green Gold"—and produce grown in Cuba, The Carolinas, Virginia, Maryland, and the Bahamas—all through his Pompano Beach headquarters. Last year Studstill bought $150,440 worth of fertilizer and used 85,720 gallons of gasoline. He purchased 442,337 corrugated cartons, 432,480 bushel baskets and other packing material costing a total of $250,000. He operates 44 tractors and used 1,778 pounds of cucumber seed, alone! Studstill virtually controls most of the purchases of 31 growers who work directly for him or depend on him for sales.

Influence of men like Frank Studstill on the purchases of supplies and equipment by other growers is also a significant factor—because they know that if Studstill buys it—it must be right. And it takes The Packer to influence Studstill—who considers it the one paper especially devoted to the interest of produce men.

Pompano Beach, Fla. is only one of the great vegetable and fruit producing and shipping areas where the subscribers to The Packer are the dominant figures. You'll find others, everywhere—the Imperial and Rio Grande Valleys . . . the Maine and Idaho potato regions . . . the yam and strawberry sections of Louisiana. Whatever YOU have to sell—and sell BIG to the 8 billion dollar Fresh Fruit and Vegetable Industry—you can sell it BEST through The Packer.

ABP **The PACKER** ABC

Newspublication of the Fresh Fruit and Vegetable Industry

201 Delaware Kansas City, Mo.

memo:

Hand-Picked Coverage

EVERY hotel in the U. S. with over 100 rooms.
EVERY motor hotel —
The *TOP* 64.5% of hotels from 50 to 99 rooms —
Covered at the buying and specifying level by

THE **HOTEL MONTHLY**

105 W. Adams St.
Chicago 3, Ill.

a Clissold Businesspaper

how to saturate a city on a shoestring budget

ANY man can tell you, *it's the approach that counts.* And for the adman on a budget, the best approach is often the artery or tributary road that leads to town. Here is where he can make a big impression—for peanuts.

A leading cigarette maker proved it.

This advertiser adapted the National Advertising Company's principle of "Saturation by Encirclement" around a large midwestern city. He placed a number of displays along the main roads entering town. His research revealed unaided recall that was as high as for "in-town" showings of the same kind. What pleased this advertiser the most was the fact that this new advertising method saved him 79% over the cost of an "in-town" showing!

National Advertising Company offers other types of along-the-road displays...and other reasons why they deserve a spot on your media list. Here are some of them.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of the suburbs with their above-average-income families has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized highway displays rank with the lowest cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the display to life, still in full color, illustrations and all.

NATIONWIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service from coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

FULL AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts on "Saturation by Encirclement." See how this principle applies to the 232 largest U. S. cities...how it can help you make a big impression, coast to coast or market by market. We will also be pleased to send our full color, 8-page booklet that describes our reflectorized signs and services for advertisers. *Write today!*

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Bisquick
Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
The Coca-Cola Company
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

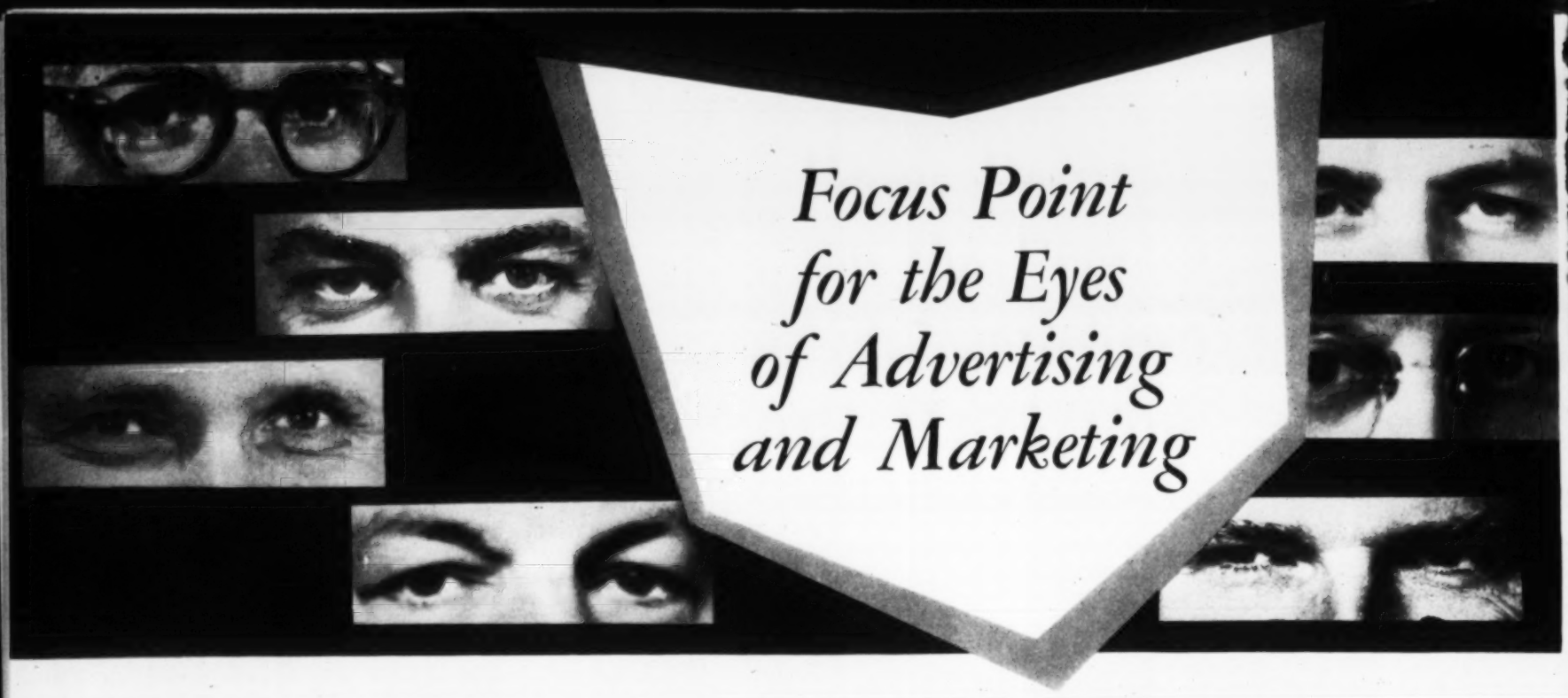
NATIONAL ADVERTISING COMPANY

Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY



EDITORIAL CONTENTS

—Sales and earnings in 1958, compared with 1957, and an indication of the company's sales and earnings trends in 1959.

—Total advertising expenditures for 1958 and 1957, as well as estimates for 1959. Expenditures will be broken down by media, including so-called "collateral" and "unmeasured" media, in addition to "measured media" such as newspapers, magazines, television, business publications, etc.

—A new tabulation, introduced in this issue, showing the advertising expenditure as a percentage of sales for each company among the 100 leaders.

—Advertising expenditures, broken down by media, for major divisions and subsidiaries of each company.

—A brief rundown on marketing strategy and changes during the past year.

—Sales rank and share of the market of leading brands and product lines of each company.

—A complete listing of marketing, advertising and sales promotional personnel.

—The advertising agencies employed by the company, along with the products or brands served; plus the agency personnel responsible for each product line or brand.

AD AGE'S "100 LEADERS

If the intensive interest and attention of important advertisers and agency executives is important to your sales growth—be sure your complete sales story gets in the August 31 issue of Advertising Age!

For this is Ad Age's 4th annual "Advertising Profiles of the 100 Largest National Advertisers"—the only single source where the VIPs of today's marketing can turn for current and authoritative information on the operations and organization of top advertiser firms.

And turn to it they do—regularly, and throughout the year! Enthusiastic letters from its readers followed the first "Profiles" issue in 1956, and the response has grown each succeeding year.

The eyes pictured above are just a few of the VIPs who have freely acknowledged that they count on Ad Age weekly for news and information to help them do a better job. It is Ad Age's unique brand of timely editorial service that has attracted

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

PROFILES ISSUE"

these, and 47,000 other paid subscribers—the greatest audience ever recorded by an advertising publication.

No doubt about it—Ad Age stands today as the focal point of the advertising world. Here, the news and such valuable features as the "Profiles" issue; here, the greatest audience of advertising and marketing men ever assembled—makes it the greatest and most efficient medium for selling markets, media and services to the world of advertising and marketing.

Will your sales story be where the greatest audience of your customers and prospects are on August 31? It can—if you phone or wire now your space reservation for Ad Age's exclusive "Advertising Profiles of the 100 Largest National Advertisers" issue.

Advertising Forms Close August 19

1 Year (52 issues) $3

(THIS IS TYPICAL OF THE MATERIAL IN THE "100 LEADERS ISSUE.")

P. Lorillard Co.

P. Lorillard Co., New York, the nation's oldest tobacco company, was the 30th largest advertiser in 1957 with estimated expenditures of $21,500,000 (including $12,537,000 in measured media), up substantially from the 1956 total of $14,800,000, of which $9,873,000 was measured.

Television was again the company's No. 1 medium, accounting for more than half of the total ad budget. Lorillard sponsored five network tv shows during the year and increased its spot tv coverage by 50%. Newspaper advertising

ADVERTISING EXPENDIT

	1957
Newspapers	$ 4,205,600
Magazines	118,900
Network Television	5,194,000
Spot Television	3,018,500
Total Measured	12,537,000
Total Unmeasured	8,963,000
Estimated Total Expenditure	21,500,000

MARKETING PERSON

Sales

Harold F. Temple, vp and dire
William A. Jordan, central sa
Arthur I. Corby, eastern sales
A. L. Dione, northern sales m
John E. Murray, midwest sale
Frank P. Russell, west coas
ager
F. W. Storm, director of sale

Advertising

Manuel Yell

General Mills Inc.

General Mills Inc., Minneapolis, the 16th largest U. S. advertiser, had total estimated advertising and promotion expenses of $30,757,565 in 1957, of which $20,757,565 was in measured media. This compares with total expenditures of $31,000,000 in 1956, of which $21,250,283 was in measured media.

Sales for the 1957-1956 fiscal year (ending May 31) reached a new high of $529,820,000. Profits were $14,694,000, or $5.94 per share. This compares with sales in the previous fiscal year of

■ General Mills stands leading milling operation world, as well as a top of ready-to-eat cereals, other prepared flours ar In addition, it is an impo tor in the feed business, icals, in synthetic spo other products.

In August last year Mills altered its adver partment and grocery division, centralizing its ing department operati ously handled throug visions.

Always an aggressiv er, the company has considerable amou

Gulf Oil Corp.

Gulf Oil Corp., Pittsburgh, is the nation's eighth largest corporation, ranked by sales (third among oil companies), and the 61st largest advertiser. Total ad expenditures in 1957 were estimated at $12,100,000, including $7,729,820 in measured media. The previous year's expenditures for advertising were estimated at $12,000,000, including $7,018,000 in measured media.

Net sales, continuing uninterrupted gains of recent years, rose 16.7% to a record $2,730,085,000 in 1957, compared with $2,339,715,000 in 1956. Rising even more sharply, net profits in

25.3% from $28

ADVERTISING EXPENDITU

	1957
Newspapers	$ 3,366,630
Magazines	1,082,445
Farm Publications	81,973
Business Publications	310,200
Network Television	1,100,304
Spot Television	179,710
Outdoor	1,608,558
Total Measured	7,729,820
Total Unmeasured	4,370,180
Estimated Total Expenditure	12,100,000

MARKETING PERSON

Sales

C. J. Guzzo, marketing vp
Robert A. Hunter, coordinator
E. L. Hemming, retail and coordinator
E. W. Campbell, direct sales
E. F. Jacobs, merchandising m

Advertising

Benton & Dod

New Company, Gavin-Jobson, Buys Davidson Liquor Book

Gavin-Jobson Inc., a new corporation (headed by C. Frank Jobson, president of Jobson Publishing Corp., publisher of *Liquor Store*, and Clark Gavin, president of Clark Gavin Associates, liquor marketing consultant) has bought the *Liquor Handbook*, annual market data book, from Davidson Publishing Co., Duluth. The new corporation will take over the office now occupied by the Handbook at 500 Fifth Ave., New York, 1.

The *Liquor Handbook* was established in 1954 by Benjamin W. Corrado, who sold it in 1955 to Davidson Publishing Co. when he joined National Distillers Products Co. as director of research. Mr. Gavin has been editor since then. *Liquor Store*, a monthly, and originally a Conover-Mast publication, was established in 1934, and Mr. Jobson, its publisher, bought it in 1955. Officers of the new corporation, in addition to Messrs. Jobson and Gavin, are Bernard Appel, research director, and Ted Jobson, advertising manager.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines — a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM ★ CONSUMER

Send for Booklet No. 56
How Business Uses Clipping

BACON'S CLIPPING BUREAU
141 Jackson Blvd. Chicago 4, Illinois
WAbash 2-8419

'58 Ad Spending in Britain Topped $1 Billion Mark

(Continued from Page 2)

of the total ad expenditure almost halted its decline after three years.

The print share of the total ad bill dropped from 58% to 50% between 1954 and 1957. In 1958 the press attracted 40% of the additional $70,000,000 of advertising money, to make its share of the total 49% for 1958.

At least half this additional print advertising went to two groups: Sunday newspapers and trade and technical journals. Comparatively little of the increase went to weekly and monthly general magazines.

■ Classified advertising showed all-'round strength in 1958 and is still expanding steadily, Dr. Abrams said. Last year classifieds accounted for 15% of all press revenue from advertising, having grown from $65,520,000 in 1956 to $72,800,000 in 1958.

"In the second half of 1958 and the first three months of this year, expenditure on financial advertising reached a new high level," Dr. Abrams reported.

"Thus, the recovery in press advertising during 1958 came largely from its extended use by advertisers as a means of information rather than as a means of persuasion."

■ Dr. Abrams described the rapid extension of commercial television as "undoubtedly the most striking development in advertising expenditures during 1958."

The number of homes equipped to receive commercial television, he noted, grew from barely 4,250,000 to 6,250,000 during the 12 months.

"This provided advertisers with a potential coverage of almost 40% of all consumers in the country; in many economically important regions the ratio was substantially higher—50% in London, 55% in the Midlands, and 52% in the North."

From now on, he reported, the significant expansion in the range of this medium must come from wider ownership of television receivers, rather than the opening of new transmitters. The remaining untapped areas are the more sparsely populated areas such as Cornwall and Devon, north and central Wales, the Lake District and the Scottish Highlands.

■ Noting that the present increase in the number of television households is roughly 1,500,000 a year, Dr. Abrams said this rate of expansion and the opening of further marginal transmitting areas are likely to produce at least 8,000,000 homes capable of receiving commercial television by the end of 1959.

Television advertisers will then have access to more than half the adults in Great Britain.

■ Dr. Abrams said it would hardly be surprising if this year advertising expenditure in commercial television rose to $182,000,000, including production costs, and accounted for 50% of the tv-press budgets of major manufacturers of nationally distributed, branded consumer goods with a small unit price.

If this level of television advertising expenditure is in fact reached in 1959, then it is highly probable it will represent something of a plateau, Dr. Abrams suggested.

He put 1958 television expenditure at $142,800,000, compared with $92,400,000 in 1957.

■ Dr. Abrams reported that apart from the gains in press and tv advertising, there was also an expansion in 1958 in expenditure on catalogues and leaflets. Mail order retailing, he noted, had almost trebled in value between 1950 and 1958 while general retailing increased in turnover by less than 60% in the same period.

"Expenditure on other media either remained stationary or declined," Dr. Abrams said. "The decline in cinema advertising was more or less proportionate to the fall in cinema admissions, which at 754,000,000 were more than 17% below 1957.

"Another sizable decrease took place in outdoor advertising, but for both these media—cinema and poster—1959 opened comparatively well, and expenditure so far suggests that here too something of a plateau has been reached and that further changes will be slight."

Summing up, Dr. Abrams suggested, "In many ways 1958 can be regarded as the year in which the pattern of advertising expenditure was established for some time ahead." #

British Ad Spending Grows

Press Space:	1958	1957	Change
	(000 omitted)		
National newspapers	$ 151.2	$142.8	6%
Provincial newspapers	134.4	128.8	4
Magazines, periodicals	98.0	95.2	3
Trade, technical, etc.	98.0	89.6	9
Production costs	36.4	33.6	8
Total Press	$ 518.0	$490.0	6%
Non-Press (incl. production costs)			
Outdoor	$ 67.2	$ 75.6	—11
Film, slide	8.4	11.2	—25
Catalogs, leaflets	103.6	100.8	3
Window, interior display	67.2	67.2	—
Exhibitions	39.2	39.2	—
Free samples, gift schemes	33.6	33.6	—
Television	142.8	92.4	54
Misc. (incl. radio)	14.0	16.8	—17
Administration	56.0	53.2	5
Total advertising	$1,050.0	$980.0	7%

Chicago Broadcast Adclub Elects Wright President

Thomas A. Wright Jr., vp and manager of the media department, Leo Burnett Co., has been elected president of the Broadcast Advertising Club of Chicago.

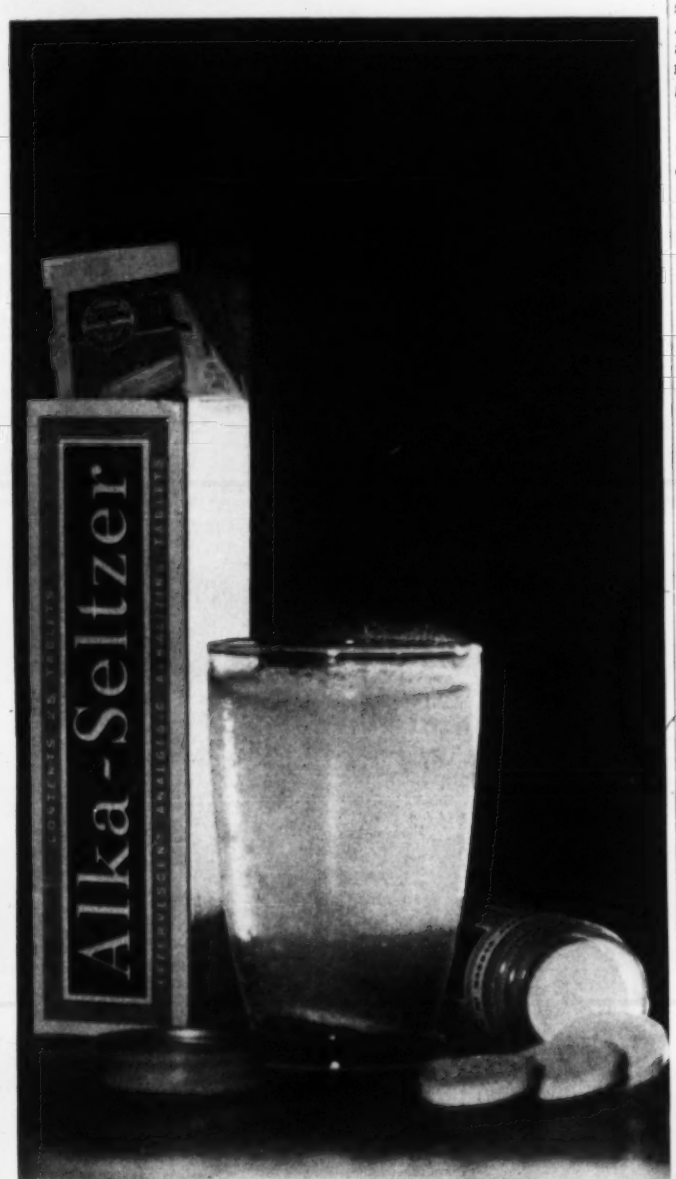
T. A. Wright Jr.

Others officers elected are Arthur Bagge, Peters, Griffin, Woodward, exec vp; Holly Shively, Erwin Wasey, Ruthrauff & Ryan, secretary, and E. Jonny Graff, National Telefilm Associates, treasurer.

F&S&R Appoints Two

Kenneth W. Dight, formerly sales promotion manager of General Tire & Rubber Co., has joined Fuller & Smith & Ross, Cleveland, as sales promotion specialist. Walter R. Bloom Jr., with F&S&R for three years, has been promoted from traffic coordinator to associate account executive.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER



ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Miles Products, Division Miles Laboratories, Inc. is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis: Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

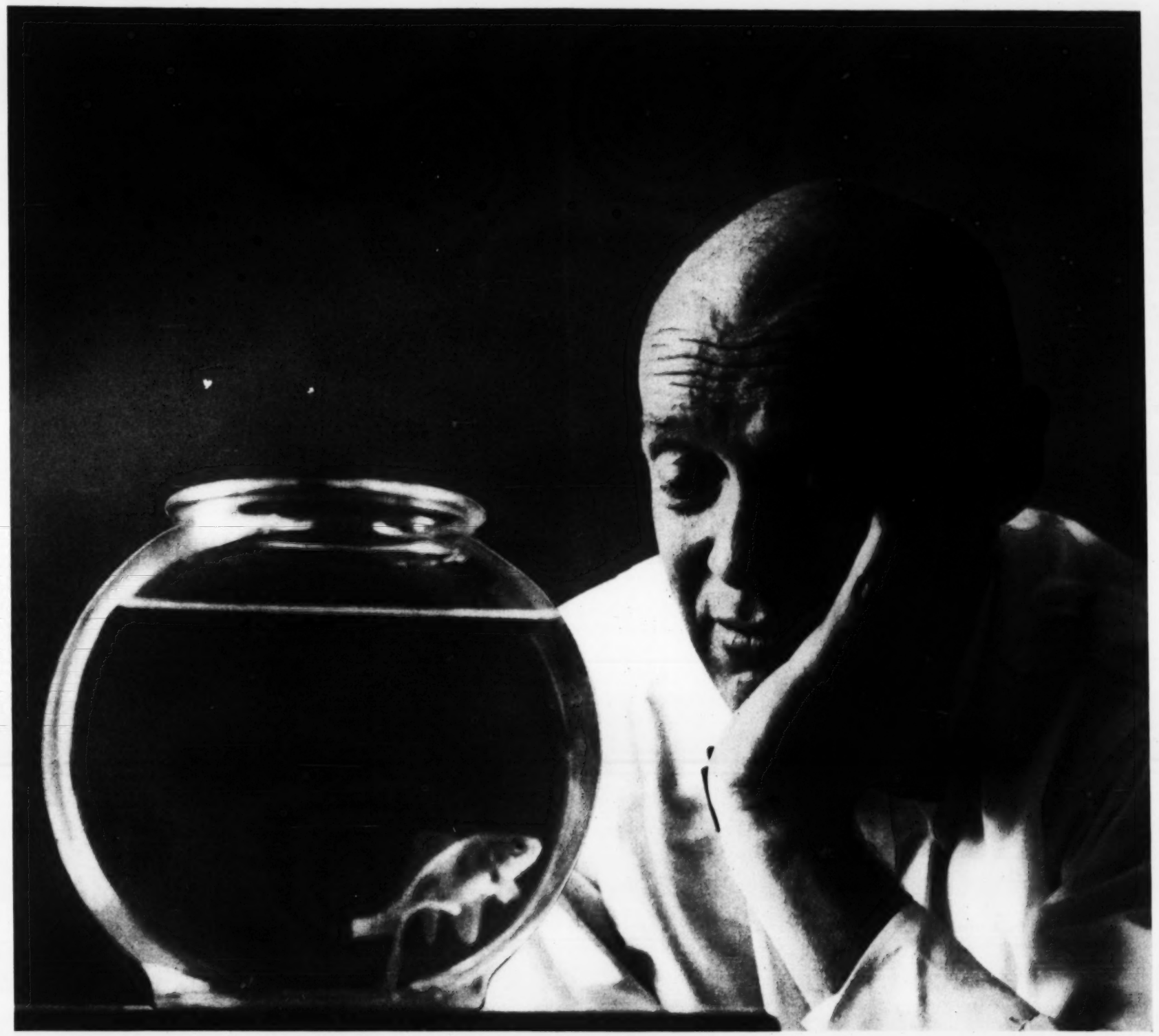
Canaveral is the center for space tests because conditions are ideal . . .

PORTLAND
MAINE

is the center for product tests because conditions are ideal

PORTLAND MAINE NEWSPAPERS
PRESS HERALD EVENING EXPRESS SUNDAY TELEGRAM
94% coverage of ABC retail zone 100% coverage of city zone
represented by Julius Mathews Special Agency

1 FIRST in the United States among cities under 150,000 pop.
6 SIXTH in the United States among ideal testing cities regardless of pop.
2 SECOND of all testing cities in New England regardless of size.
source: Sales Management



THOUGHTS OF AN OLD-TIME GOLDFISH SWALLOWER

It was great while it lasted—not the fish, but the fame.

Then suddenly goldfish swallowing was old hat and panty raiding was the thing.

Time passed and hula hoops were introduced and overnight 20 million Americans were swinging their hips like crazy.

This spring 44 students managed to fill a telephone booth. Progress?

A year ago a television comedian was the idol of millions. A few months later a horse (complete with cowboy) kicked him into obscurity.

Just the other day a book about what's *In* and what's *Out* came *Out* just in time to be *In*.

What it all adds up to is simply this: there never was a nation as quick to laugh and love, to seize the fresh and toss out the stale as America.

Today fads and fashion and deep feeling about soaps, cigarettes, cars and cosmetics change so fast you've got to take the nation's pulse on the dead run to be as up-to-date as people themselves.

The exciting business of trying to stay on top of the swirling current of human behavior in all age groups, in all sections of America is a never-ending job at McCann-Erickson. It is, in fact, the key piece in the creative process we call The Personal Approach... the best way we know to stay in close touch with the people our clients want to talk with.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

Merchandising Ideas

Job Counsel Sends Hatchet

• When Cadillac Associates, Chicago employment counsel specializing in placing professionals and executives, last month expanded its new quarters of three months at 29 E. Madison, the company held an open house for friends and clients. Along with the printed invitation came a 9" hatchet with rubber head and a note asking that the recipient bring "this hatchet along. Join us in the wall-breaking party. Help us help the carpenters and help celebrate Cadillac's latest expansion." A postscript added that "real sledges will be provided to test your wall busting prowess."

Gerber Uses Bathmobiles

• A new approach to mobile bathroom displays is proving to be an effective product merchandiser, Gerber Plumbing Fixture Corp., Chicago, reports. Gerber has found its first two Bathmobiles (Volkswagen Microbuses outfitted with bathroom and powder room fixtures) such "excellent sales aids" the company is planning to add six more to its fleet. Each unit has a full-size bathroom built into the center section and a powder room in the rear. M. L. Lewis, Gerber vp of sales, says the units, with their compact size and mobility, are solving the problems normally associated with getting sample products to potential buyers.

The Bathmobiles are available to Gerber distributors for use at industry trade shows, home shows and for presentations to plumbing contractors and builders.

BATHMOBILE—*Shown in front of Chicago's new Executive House hotel is one of Gerber Plumbing Fixture's new Bathmobiles. David E. Hartman, Gerber ad manager (left), shows unit to Edward Ross, Economy Plumbing & Heating Co., contractor for Executive House, which is furnished with 466 Gerber bathrooms.*

Skill Sticks Boost Ice Bars

• Skill Stick twin cherry and orange pops and fudge bars, products of James S. Merritt Co., Kansas City, contain a built-in promotional device. The sticks used in the iced bars are of a novel new construction which enable their consumers to build play houses, cabins and other items. A Skill Stick may be used in its entirety or broken into one of several combinations—each of which is a piece in the construction of different Skill Stick models. Uses of the patented Skill Sticks are described on the package.

Wolverine Tube Uses Mailer

• "It's refreshing to do business with Wolverine Tube," a four-color folder from the Wolverine Tube division of Calumet & Hecla, Allen Park, Mich., announces to friends and prospective customers. The folder also includes a packet of instant orange-pineapple beverage powder. The sales message promoting Wolverine Trufin tubing is tied to the "refreshing" theme and winds up with the suggestion that the enclosed package of beverage powder can be mixed with cold water for a refreshing drink. The folder says the cold drink is from Ebco Mfg. Co., Columbus, O., maker of Hot 'N Cold water coolers and a Wolverine customer.

Chessie Tea Time Launched

• The Chesapeake & Ohio Railway has inaugurated "Chessie Tea Time" from 3 p.m. to 4 p.m. daily in dining cars on some of its passenger streamliners during which Chessie will be pouring as well as purring for passengers. All passengers are invited to the dining car during that hour to relax and enjoy tea, coffee, milk or orange juice with cookies "on the house" on C&O trains No. 47 (The Sportsman), No. 3 (F.F.V.) and No. 22 (The George Washington).

SKILL STICKS—*Sticks in cherry and orange pops and fudge bars of James Merritt Co. are Skill Sticks, which may be used as shown here in building models. Overwraps for the six-packs were designed and manufactured by Marathon Corp., Menasha, Wis.*

Clicks like a Lock!

Advertising with that "instantaneous appeal" which tells—impels—sells. Be convinced! Chicago Phone HA 7-9187.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

The Largest Unit of Circulation In The Fast Growing South!

GRIER'S ALMANAC

2,200,000 CIRCULATION Audited and Verified By VAC

- Coverage Is Far Greater Than That of Any Other Publication In the South.
- Reaches Over a Million RFD Box-Holders.
- First in Prestige. Has Been Published 154 Years Without Interruption.
- Readership is Intense and Loyal.
- Outstanding Mail Order Medium.
- Every Advertisement Next to Editorial Matter.
- Stays in the Home the Year 'Round As a Ready Reference Book.

Every ad works a full 12 months!

Where Grier's Almanac Goes:

- 1,200,000 copies distributed through retail drug and general stores by means of a system of special editions sold to approximately 43 of the largest wholesale druggists in the South.
- Another 1,000,000 copies of Grier's are mailed to R.F.D. Boxholders in the South. 100% coverage of every R.F.D. box is guaranteed in every county in which Grier's is distributed.

FOR INFORMATION AND RATES CALL, WRITE OR WIRE

GRIER'S ALMANAC PUBLISHING COMPANY

GEO. M. KOHN, JR., General Manager
Atlanta Office: P. O. Box 1435, Atlanta, Ga. — JAckson 2-5129

Eastern Office: DAN B. JESSE, JR., 10 E. 43rd St., New York 17—MUrray Hill 2-4845
Mid-West Office: RAYMOND J. RYAN, 35 E. Wacker Dr., Chicago 1—ANdover 3-2240
Western Office: J. G. DAVENPORT ASSOC., 2412 W. 7th St., Los Angeles 5—DUnkirk 2-6254
Dallas Office: ED WHETZLE, 923 Cordova Ave., Dallas 23—DAvis 4-4016

"WHAT IS THE FASTEST GROWING NEWSPAPER IN THE UNITED STATES"

SEE PAGE 53

Look at the BIG E. B. I. of...

DAVENPORT METROPOLITAN AREA!

Of $535,884,000 total E. B. I., $362,368,000 goes into retail sales. That's more buying activity than the average for all U. S. Metropolitan Areas. Davenport's the Quad-City trading center and only Davenport Newspapers circulate Scott County, Iowa, 100% — — — plus effective coverage in Rock Island County, Illinois.

Circulating Davenport and Bettendorf, Iowa Rock Island, Moline, East Moline, Illinois

DAVENPORT TIMES-DEMOCRAT MORNING EVENING SUNDAY NEWSPAPERS

Represented by Jann & Kelley Inc.

Copr. 1959 Sales Management Survey of Buying Power

Coming Conventions

*Indicates first listing in this column.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

*Sept. 11-13. Iowa Daily Press Assn., Hotel Savery, Des Moines, Ia.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

*Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

*Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

*Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

*Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

*Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

*March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

American, Lake Central to Join in 'Esquire' Ad Series

American Airlines and Lake Central Airlines will cooperate in a series of six b&w quarter-page ads to run in *Esquire* late this year and early next promoting jet travel to the West Coast available to small midwestern cities through the two airlines.

Using the theme "Main Street to the Jet Age," the series will point out that jet service is available to Lake Central's intermediate midwestern cities through connections at Chicago's O'Hare airport with American Airlines. The campaign, to cost about $3,500, will use ads in October and November, 1959, and January, February, March and April, 1960. The ads will run in *Esquire's* new Midwest edition, to begin publication in September.

Stanfield, Ferguson Part

Stanfield, Johnson & Hill Ltd., Montreal, has terminated the employment contract which it had with George Ferguson, and Mr. Ferguson has left the agency. He joined the Stanfield organization Jan. 1, when Stanfield purchased George Ferguson & Associates, agency which Mr. Ferguson operated.

Tatham-Laird Names Ritter in N. Y., Boosts 5 in Chicago

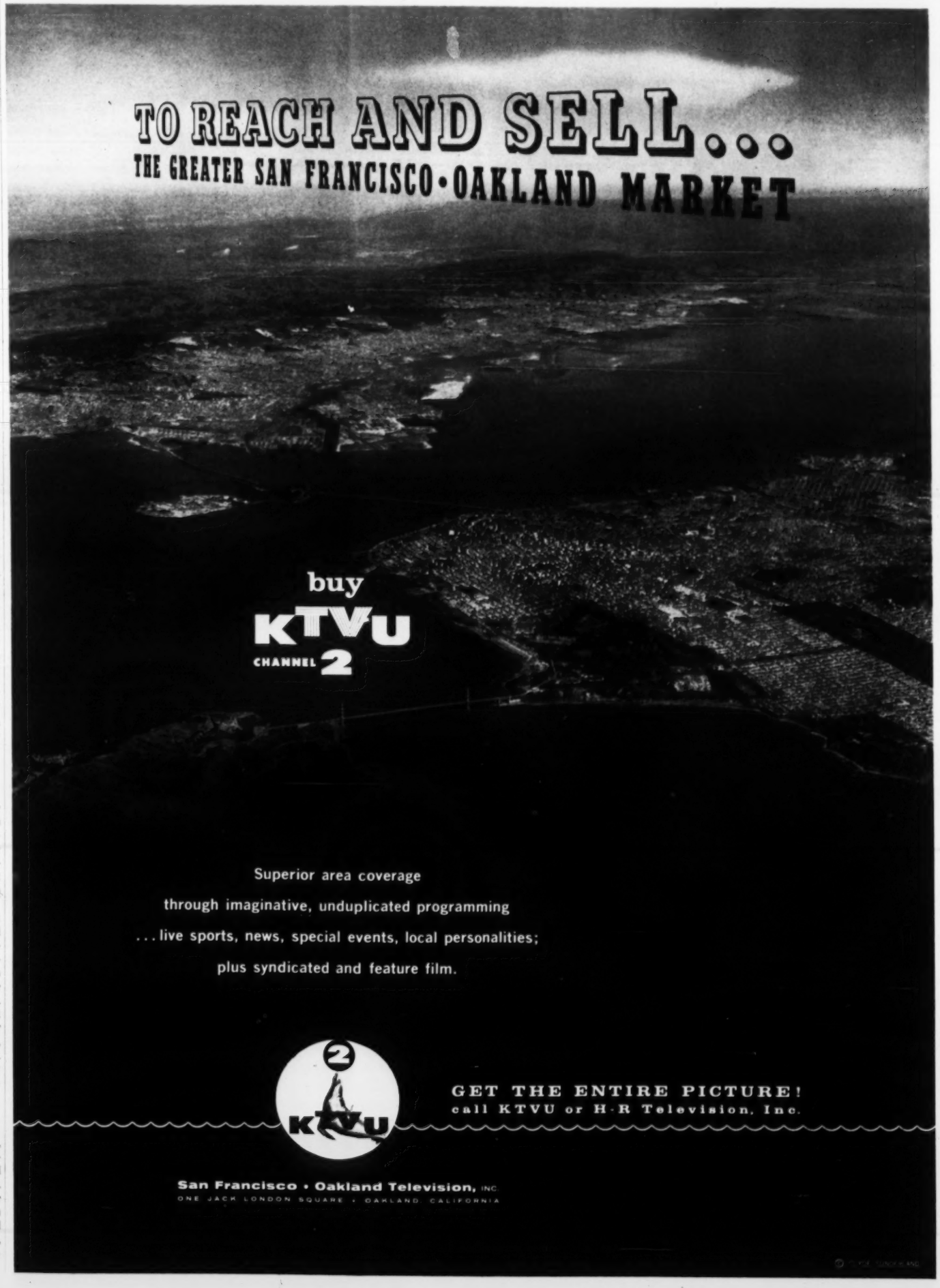
Tatham-Laird has appointed Val Ritter associate media supervisor for the Whitehall Laboratories account in its New York office. Mr. Ritter formerly was on the Folger's coffee account with Cunningham & Walsh. John Wills, formerly broadcast manager of Bryan Houston Inc., has been named to assist Mr. Ritter.

Tatham-Laird also has promoted five members of its media department in Chicago. They are Ray McWeeny, Sylvia Sallen and Bill Conrad, print managers; Annette Malpede, broadcast manager, and John Gillin Jr., who returns from a military leave of absence to become broadcast manager on special assignment.

Colle & McVoy Adds Two

Bette M. Jones has been appointed head of the tv and film department of Colle & McVoy Advertising, Minneapolis, and Bruce Larson has joined the agency's agricultural division. Miss Jones previously headed tv publicity for the women's division of the Minnesota Centennial. Mr. Larson was with *Chicago Daily Drover's Journal.*

The Bull Pen ROOM
Announcing . . . the New BULL PEN ROOM
• The Four Sixty-Five's BULL PEN is dedicated to the advertising, newspaper, radio and television industries.
•
We feature: Generous martinis and other fine beverages, large steaks and wonderful seafood dinners. Service to meet the tightest deadline.
• Rooms for Private Parties
• specialize in dinners
465 Lexington Restaurant LEXINGTON AVE., BET. 45th AND 46th ST., N.Y.


TO REACH AND SELL . . .
THE GREATER SAN FRANCISCO • OAKLAND MARKET
buy
KTVU
CHANNEL 2
Superior area coverage
through imaginative, unduplicated programming
. . . live sports, news, special events, local personalities;
plus syndicated and feature film.
2
KTVU
GET THE ENTIRE PICTURE!
call KTVU or H-R Television, Inc.
San Francisco • Oakland Television, INC.
ONE JACK LONDON SQUARE • OAKLAND, CALIFORNIA

July Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

	Pages				Lines			
	1959 June	1958 June	1959 Jan.-June	1958 Jan.-June	1959 June	1958 June	1959 Jan.-June	1958 Jan.-June
Weeklies, Bi-Weeklies, Semi-Monthlies (June)								
Commonweal	12.9	7.5	117.8	87.8	5,418	3,150	48,576	36,876
†Cue	68.5	67.5	405.5	424.3	29,386	28,957	173,954	182,033
Down Beat	45.7	36.0	271.5	239.9	19,208	13,152	114,058	98,776
†Grit	26.0	24.5	173.8	147.7	26,012	24,525	173,766	147,670
Life	377.9	308.2	1,782.3	1,731.4	256,968	209,608	1,211,592	1,177,358
Look	119.4	124.8	650.3	702.0	81,192	84,864	442,204	477,360
Newsweek	275.8	242.8	1,516.5	1,445.0	115,836	101,976	636,930	606,900
§New Yorker	306.9	266.3	2,330.5	2,053.6	131,720	114,250	999,795	880,983
≠National	298.3	255.5	2,273.0	1,988.4	127,957	109,630	975,114	853,031
≠Sectional	31.3	38.5	200.7	232.7	13,438	16,501	86,118	99,831
Presbyterian Life	11.3	9.1	90.5	70.6	4,777	3,824	38,060	29,704
The Reporter	16.3	3.4	122.1	68.6	6,848	1,452	51,288	28,806
Saturday Evening Post	231.8	267.4	1,407.7	1,514.3	157,618	181,861	957,223	1,029,700
Saturday Review	79.3	70.0	582.8	507.5	33,292	29,388	244,717	213,163
Sporting News	30.1	33.4	*139.8	**159.5	32,609	36,270	*151,726	**173,130
* 25 issues. ** 26 issues.								
‡Sports Illustrated	167.9	146.0	796.9	705.0	72,077	62,649	341,515	302,450
Time	267.0	265.0	1,491.1	1,500.1	112,205	111,325	626,353	630,140
TV Guide	38.5	26.1	294.9	255.4	6,998	4,760	53,657	46,495
††U.S. News & World Report	259.5	182.5	1,367.5	1,290.3	108,969	76,659	574,358	541,938
Total Group	2,334.8	2,080.5	13,541.5	12,903.0	1,201,133	1,088,670	6,840,172	6,299,482

† Four issues in June 1959; five issues in June 1958. †† Five issues in June 1959; four issues in June 1958. § Total represents national advertising plus sectional at reduced decimal equivalent. ≠ Not included in totals. ‡ These figures adjusted for regional space.

	Pages				Lines			
	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958
Women's								
†Bride & Home	90.7	43.3	231.5	154.7	57,445	27,459	146,452	98,048
†Bride's Magazine	191.6	169.8	557.9	527.1	121,117	107,314	352,561	333,128
Everywoman's Family Circle	46.6	37.7	302.0	260.0	19,991	16,173	129,558	111,540
Good Housekeeping	74.2	67.8	689.0	710.1	31,848	29,091	295,571	304,641
Ladies' Home Journal	64.7	61.4	620.7	596.9	43,976	41,737	422,097	405,857
McCall's	51.7	42.6	432.3	456.1	35,138	28,962	293,975	310,203
††Modern Bride	111.0	108.5	425.5	293.9	70,152	68,572	268,916	185,744
§Parents' Magazine	37.7	41.0	376.5	378.2	16,257	17,656	162,157	162,706
Seventeen	48.6	47.1	667.3	649.9	33,026	32,061	453,752	441,916
Woman's Day	31.5	25.5	258.9	207.7	13,513	10,955	111,074	89,117
The Workbasket	26.1	29.1	260.4	232.3	5,133	5,708	51,040	45,704
Total Group	2,499.2	673.8	4,822.0	4,466.9	447,596	385,688	2,687,153	2,488,604

† Published quarterly in January, April, July and October. †† Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. § Includes Shopping Scout Section linage.

General								
††American Artist	—	—	181.6	182.3	—	—	76,287	76,564
American Forests	11.4	11.8	96.6	112.8	4,788	4,956	40,572	47,390
American Legion	16.2	13.4	111.9	87.4	6,832	5,651	47,007	36,714
Argosy	16.6	16.8	154.1	150.8	7,127	7,190	66,120	64,709
Atlantic	23.0	13.1	249.6	210.2	9,656	5,488	104,855	88,310
†Christian Herald	15.7	14.8	233.6	226.7	6,761	6,382	100,199	97,416
Columbia	6.8	5.6	76.1	54.1	2,874	2,361	31,995	22,723
Coronet	32.0	27.0	326.5	271.5	5,760	4,860	58,770	48,870
Cosmopolitan	22.0	18.0	165.8	139.2	9,453	7,719	71,129	59,716
Ebony	81.1	67.1	536.4	472.1	55,259	45,691	364,771	321,037
Elks Magazine	8.1	8.8	85.9	73.4	3,483	3,708	36,563	36,455
§Esquire	26.9	37.6	455.0	446.8	18,060	25,284	305,760	300,216
≠National	24.3	35.5	428.0	423.8	16,296	23,856	287,616	284,760
≠Sectional	10.3	7.4	89.1	65.6	6,888	4,956	59,892	44,100
Extension	11.9	14.3	99.3	118.9	8,186	9,827	68,326	81,569
Flying	40.2	45.8	339.2	302.3	16,884	19,236	142,464	126,966
Golf Digest	31.0	30.3	168.0	150.3	6,330	6,181	34,278	30,659
Gourmet	17.4	17.2	228.9	232.7	7,450	7,382	98,144	99,833
††Grade Teacher	—	—	190.8	194.5	—	—	84,151	85,771
Harper's Magazine	17.2	12.7	225.6	198.6	7,230	5,313	94,763	83,415
Hi Fi Review	33.3	25.3	299.5	213.6	13,986	10,626	125,790	89,712
High Fidelity	54.0	48.5	495.6	462.5	22,680	20,370	208,152	194,250
Holiday	61.8	57.1	669.2	648.0	42,045	38,821	455,033	440,627
Hot Rod	41.0	26.6	239.6	176.4	17,206	11,158	100,660	74,008
Improvement Era	20.8	23.3	167.9	169.6	8,741	9,802	70,498	71,217
††Instructor	—	—	177.9	179.5	—	—	121,690	122,821
Kiwanis Magazine	3.8	3.1	52.3	40.1	1,604	1,310	22,007	17,006
Motor Boating	101.2	102.8	1,097.4	1,037.8	59,486	60,442	645,185	610,137
Motor Life	22.9	16.0	138.3	130.5	9,632	6,734	58,076	54,824
Motor Trend	29.5	20.8	188.4	150.6	12,390	8,750	77,898	63,266
National Geographic Magazine	30.6	23.0	309.4	293.1	7,177	5,390	73,338	69,463
Playboy	16.0	5.5	138.7	85.1	6,735	2,298	58,261	35,330
Popular Boating	62.4	50.6	626.2	441.4	36,691	29,752	365,205	259,543
Popular Photography	68.7	72.3	504.2	546.2	28,854	30,366	211,764	229,404
Promenade	12.4	11.6	122.2	119.6	5,333	4,965	52,427	51,325
Reader's Digest	60.5	41.0	543.0	342.5	11,011	7,462	98,826	62,335
Redbook	34.9	24.4	227.8	231.4	14,992	10,489	97,729	99,283
Rotarian	5.3	2.3	62.9	58.4	2,246	975	26,414	24,543
Sports Cars Illustrated	25.4	27.2	182.4	168.7	10,668	11,424	76,608	70,854
Today's Health	26.5	18.6	183.9	158.4	11,389	8,008	78,991	69,229
Together	7.7	5.7	74.5	62.2	3,342	2,446	32,150	27,675
Town & Country	42.3	36.5	434.5	409.6	26,733	23,051	274,637	258,894
True	22.1	25.7	214.1	192.7	9,500	11,037	91,852	82,684
V. F. W. Magazine	11.0	11.2	78.2	74.3	4,607	4,691	32,813	31,197
Yachting	105.5	76.9	969.9	881.0	62,034	45,217	570,301	518,028
Total Group	1,278.9	1,110.3	12,123.0	10,897.8	605,215	532,813	5,855,459	5,335,988

†This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. †† Not published in July. § Total represents national advertising plus sectional at reduced decimal equivalent. ≠ Not included in totals.

Home								
American Home	33.6	28.9	327.0	352.3	21,254	18,288	206,679	222,674
Antiques	55.0	53.2	419.2	421.6	16,170	15,618	123,095	123,883
Better Homes & Gardens	59.0	54.0	622.0	673.0	37,590	33,866	393,225	425,026
Flower & Garden	18.9	15.2	240.4	182.8	7,961	6,400	100,996	77,245
Flower Grower	27.0	25.1	395.2	378.4	11,374	10,523	166,017	158,917
House & Garden	31.7	18.7	427.5	420.9	20,013	11,846	270,200	265,999
House Beautiful	45.3	37.4	624.1	650.8	28,597	23,627	394,479	411,261
Living for Young Homemakers	26.4	20.2	436.8	362.3	16,665	12,752	276,057	238,377
Popular Gardening	27.8	23.4	360.1	332.8	11,671	9,823	151,229	139,757
Sunset Magazine	96.7	81.2	833.2	803.1	40,627	34,140	350,078	337,451
Total Group	421.4	357.3	4,649.5	4,578.0	211,922	176,883	2,432,055	2,400,590

Fashion								
Charm	26.4	27.9	482.9	490.8	11,327	11,987	207,184	210,533
Glamour	33.8	28.2	454.4	484.7	14,500	12,108	194,931	207,946
Harper's Bazaar	34.0	35.6	537.6	563.5	21,545	22,544	339,848	356,156
Mademoiselle	19.1	21.1	455.4	451.9	8,205	9,067	195,379	193,857
Vogue	33.2	25.8	727.8	808.0	21,004	16,332	459,956	510,634
Total Group	146.5	138.6	2,658.1	2,798.9	76,581	72,038	1,397,298	1,479,126

Movie-Romance-Radio-TV								
†Dell Modern Group:								
Modern Romances	26.6	21.8	181.8	172.1	11,397	9,346	77,985	73,851
Modern Screen	24.3	19.0	121.8	107.8	10,408	8,152	52,194	46,238
Screen Stories	20.5	16.9	98.8	89.3	8,778	7,266	42,315	38,314
Fawcett Women's Group:								
Motion Picture	16.8	15.8	101.1	93.1	7,215	6,777	43,388	39,929
True Confessions	20.9	19.0	162.9	137.8	8,945	8,136	69,865	59,113
Hillman Romance Group	6.0	18.7	29.7	54.4	2,580	8,042	12,852	23,488
††Hillman Women's Group	15.6	—	118.8	99.3	6,721	—	51,115	42,694
Ideal Women's Group:								
Intimate Story	21.2	15.2	147.9	99.7	9,118	6,536	63,507	42,766
Movie Life	24.4	18.6	146.2	118.3	10,457	7,986	62,756	50,798
Movie Star TV Close-Ups	24.4	18.6	146.3	118.2	10,457	7,986	62,786	50,728
Personal Romances	21.3	15.1	149.1	101.2	9,149	6,484	64,036	43,449
TV Star Parade	19.2	13.6	127.2	94.1	8,229	5,848	54,564	40,463
§Screenland	11.2	12.0	85.4	75.7	4,799	5,166	36,668	32,511
Secrets Romance Group:								
Revealing Romances	16.8	14.2	137.5	117.4	7,230	6,099	59,010	50,358
*Confidential Confessions	16.8	—	125.2	56.8	7,209	—	53,734	24,383
*Daring Romances	16.8	14.1	119.3	60.3	7,209	6,078	51,195	25,864
Secrets	16.8	15.2	137.5	120.2	7,230	6,542	58,996	51,564
True Story Women's Group:								
Photoplay	32.8	29.0	211.1	180.9	14,054	12,421	90,561	77,587
True Experiences	17.4	11.4	109.4	89.7	7,473	4,873	46,912	38,492
True Love Stories	17.0	11.4	109.7	89.5	7,311	4,905	47,080	38,406
True Romance	17.5	12.2	110.3	90.5	7,523	5,238	47,319	38,821
True Story	51.3	47.5	379.1	364.3	22,021	20,397	162,642	156,266
TV-Radio Mirror	13.7	10.6	92.2	74.4	5,866	4,529	39,549	31,938
Total Group	469.3	369.9	3,148.3	2,605.0	201,379	158,807	1,351,029	1,118,021

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. † No January issue in 1959 or 1958. †† No July 1958 issue. § Published bi-monthly; alternated with Silver Screen. * Beginning in February Confidential Confessions and Daring Romances will be published monthly instead of bi-monthly.

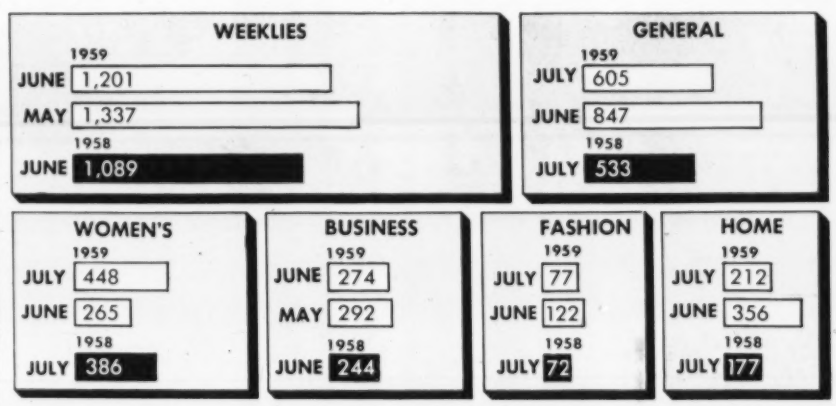
§Business (July)								
Dun's Review & Modern Industry	48.5	48.3	561.0	519.6	20,388	20,275	235,621	218,233
Fortune	145.0	141.7	1,090.2	1,095.7	91,640	89,568	689,005	692,514
Nation's Business	45.6	31.1	361.4	302.3	19,158	13,331	151,799	129,905
Total Group	239.1	221.1	2,012.6	1,917.6	131,186	123,174	1,076,425	1,040,652

§ Because current month linage figures for several publications are not yet available this group is broken into a July and a June section.

	Pages				Lines			
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Business (June)								
Barron's	85.3	75.3	503.9	425.6	55,950	49,407	329,564	279,219
Business Week	412.7	358.7	2,342.2	2,319.9	173,321	150,637	983,703	974,337
Financial World	55.4	58.8	328.0	280.3	23,268	24,691	137,877	117,740
Forbes	52.1	46.9	373.8	333.9	21,891	19,693	156,991	140,283
Total Group	605.5	539.7	3,547.9	3,359.7	274,430	244,428	1,608,135	1,518,579

Magazine Linage Trend

Figures in thousands



Farm Magazines								
Capper's Farmer (mon)	25.4	25.9	284.5	366.1	10,914	11,136	122,066	157,053
Farm & Ranch—Southern Agriculturist: (mon)								
≠Southeastern Edition	19.6	23.7	259.7	265.5	8,412	10,166	111,430	113,910
≠Southwestern Edition	20.8	26.0	247.1	266.0	8,904	11,147	106,007	114,127
Average 2 Editions	20.1	24.6	254.8	265.7	8,604	10,548	109,314	113,995
Farm Journal: (mon)								
≠Central Edition	59.4	61.5	594.5	583.1	25,499	26,363	255,050	250,140
≠Eastern Edition	62.4	57.1	546.9	526.2	26,786	24,503	234,603	225,755
≠Southern Edition	53.1	52.1	471.7	473.6	22,781	22,359	202,361	203,172
≠Western Edition	60.8	60.1	580.9	556.9	26,071	25,790	249,205	238,931
Average 4 Editions	58.9	57.7	548.5	535.0	25,284	24,754	235,305	229,500
Progressive Farmer: (mon)								
≠Carolina-Va. Edition	50.4	53.1	543.9	574.1	34,271	36,109	369,860	390,408
≠Ga.-Ala.-Fla. Edition	53.4	53.2	540.5	578.0	36,314	36,173	367,533	392,996
≠Ky.-Tenn.-W. Va. Edition	50.2	50.7	506.0	531.3	34,119	34,478	344,095	361,300
≠Miss.-Ark.-La. Edition	55.0	54.8	515.7	540.5	37,384	37,291	350,675	367,508
≠Texas Edition	55.3	53.9	533.2	551.9	37,614	36,626	362,608	375,309
Average 5 Editions	52.9	53.1	527.9	555.2	35,941	36,136	358,955	377,505
Successful Farming (mon)	55.7	40.7	546.8	501.7	25,065	18,331	246,061	225,769
Total Group	213.0	202.0	2,162.5	2,223.7	105,808	100,905	1,071,701	1,103,822

≠ Not included in totals.

Youth								
American Girl	15.9	17.5	161.1	163.0	6,839	7,485	69,132	69,930
Boys' Life	21.4	19.9	201.2	187.3	14,547	13,542	136,809	127,404
†Child Life	—	—	4.1	14.3	—	—	1,775	6,138
††Scholastic Magazines	—	—	245.2	216.3	—	—	102,991	90,869
‡Scholastic Roto	—	—	44.1	34.8	—	—	38,615	30,403
Total Group	37.3	37.4	655.7	615.7	21,386	21,027	349,322	324,744

† Not published in July and August. †† Not published June through August. ‡ Not published June through September.

Mechanics & Science								
Mechanix Illustrated	59.3	52.3	489.7	477.9	13,286	11,706	109,682	107,051
Popular Electronics	49.1	47.7	392.7	405.2	10,998	10,684	87,964	90,764
Popular Mechanics	77.4	78.1	801.0	780.4	17,338	17,495	179,420	174,817
Popular Science	64.9	68.2	707.7	717.0	14,537	15,285	158,518	160,606
†Science & Mechanics	69.7	71.2	363.8	345.2	15,620	15,954	81,499	77,359
Total Group	320.4	317.5	2,754.9	2,725.7	71,779	71,124	617,083	610,597

† Published bi-monthly; figures shown are for July-August issue.

Outdoor & Sport								
American Rifleman	50.9	54.0	338.4	361.5	21,826	23,166	145,191	155,084
Field & Stream	50.6	46.9	541.7	510.2	21,701	20,130	232,391	218,856
Fur-Fish-Game	15.1	15.1	159.9	131.4	6,457	6,456	68,615	56,383
Guns	25.0	21.9	143.9	157.9	10,725	9,395	61,732	74,442

(Continued on Page 64)

7 MONTHS AGO IN LOOK

America's first close look at the right that floored Patterson

"Cool, fast and rugged, the handsome Swede flashes a right that is a marvel of speed and power. His explosive right reminds Europeans of Jack Dempsey's."

With these prophetic words and photographs like the one above, LOOK introduced Ingemar Johansson to America in its issue of December 9, 1958—*two months before the contract was signed for his title bout with Floyd Patterson.* The four-page LOOK article, featuring action pictures, was the first on Johansson in a major U. S. magazine. It was virtually the *only* pre-fight report to indicate he had a good chance of winning.

"Now, for the first time since Max Schmeling left Germany to knock out Joe Louis, a worthy European challenger has appeared," LOOK said.

Copy for the Johansson article was written by Ed Korry, LOOK's scholarly, bespectacled European Editor, whose versatility is indicated by the fact that he normally thinks of rights and lefts as political groups rather than haymakers. Korry went to Sweden to get his material, and the pictures were shot there by LOOK photographer Jim Hansen.

While neither Korry nor Hansen is an expert on boxing (the experts picked Patterson), and while LOOK certainly is not a sports magazine (the sports magazines picked Patterson), LOOK scored a clean knockout with its major article on the champion. The reason: LOOK editors are experts on *the exciting story of people.* Because this *is* the LOOK story, its editors have developed a talent for getting close to people . . . for making them come alive on the printed page . . . for learning what people think, feel, do and *can* do.

They reported what Johansson could do. He *did* it.

LOOK THE EXCITING STORY OF PEOPLE

	Pages				Lines			
	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958
Outdoor Life	57.2	46.2	513.3	479.8	24,518	19,804	220,174	205,823
Sports Afield	43.5	42.8	467.5	420.8	18,640	18,360	200,553	180,536
Total Group	242.3	226.9	2,164.7	2,061.6	103,867	97,311	928,656	891,124
Detective & Fiction								
Cavalier	13.9	9.7	116.6	95.5	5,983	4,160	50,028	40,976
Dell Men's Group	7.1	8.1	82.5	68.4	3,045	3,478	35,414	29,354
†Thrilling Group	6.5	8.9	63.2	72.7	1,456	2,012	15,755	16,311
Total Group	27.5	26.7	262.3	236.6	10,484	9,650	101,197	86,641
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	24.8	40.3	267.5	459.0	21,041	34,291	227,412	390,153
Family Weekly	34.8	35.1	324.3	393.5	29,602	29,874	275,735	334,597
Parade	42.8	55.1	456.4	511.9	36,386	46,825	387,945	435,105
This Week Magazine	54.7	51.2	519.4	594.4	46,479	43,527	441,479	505,255
Total Group	157.1	181.7	1,567.6	1,958.8	133,508	154,517	1,332,571	1,665,110

	Pages				Lines			
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Newspaper Sections (II) (June)								
(All other newspaper sections and comics)								
†Chicago Tribune Magazine	211.5	158.7	947.2	965.7	179,747	134,919	805,171	820,864
†New York Times Magazine	140.0	173.2	1,475.1	1,490.3	119,005	147,218	1,253,838	1,266,794
*Philadelphia Inquirer	121.9	—	851.2	—	103,615	—	723,501	—
Total Group	473.4	331.9	3,273.5	2,456.0	402,367	282,137	2,782,510	2,087,658

† Four issues in June 1959; five issues in June 1958. * No distribution of Inquirer, May 31 through July 8, due to strike.

	Pages				Lines			
	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958
Comics Magazines								
American Comics Group	7.0	7.0	49.0	49.0	2,646	2,646	18,522	18,522
†Archie Comic Group	7.5	8.0	28.5	28.8	2,815	3,024	10,753	10,886
†Harvey Comics Group	9.0	9.0	57.0	59.6	3,402	3,402	21,546	22,554
National Comics Group:								
Blue Unit	4.0	4.3	41.0	34.1	1,512	1,626	15,498	12,903
Red Unit	4.0	3.3	42.5	34.1	1,512	1,248	16,065	12,903
Total Group	31.5	31.6	218.0	205.6	11,887	11,946	82,384	77,768
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	23.7	38.7	295 7	396.8	21,319	34,829	266,165	357,146
La Presse	65.0	49.7	558.5	409.4	57,624	44,692	502,620	368,453
Star Weekly	56.4	77.1	619.9	620.4	49,336	67,464	542,826	542,391
Weekend Magazine	67.7	70.9	707.0	677.2	66,004	69,114	689,345	660,279
Total Group	212.8	236.4	2,181.1	2,103.8	194,283	216,099	2,000,956	1,928,269
Canadian								
Canadian Homes & Gardens	23.1	23.2	257.9	277.4	15,733	15,765	175,400	188,613
Chatelaine	38.1	23.1	406.1	225.4	25,906	15,695	276,143	153,248
Liberty	21.2	27.0	178.4	199.9	9,095	11,583	76,444	84,790
Maclean's	42.9	52.1	506.6	510.8	29,196	35,452	344,511	347,322
†Mayfair	10.2	—	176.1	203.1	7,003	—	119,272	138,163
Reader's Digest:								
English Edition	71.8	69.0	597.3	580.0	13,059	12,558	108,700	105,560
French Edition	74.3	68.8	641.3	606.5	13,514	12,513	116,708	110,383
Revue Moderne	8.2	9.9	129.9	135.2	5,564	6,759	88,335	91,959
Revue Populaire	12.6	12.1	117.7	104.6	8,814	8,481	82,913	73,374
††Samedi	13.2	11.8	116.8	102.1	9,238	8,279	82,164	71,590
#Saturday Night	36.5	34.4	241.7	226.4	15,350	14,451	100,674	95,154
#Time-Canadian	181.4	159.5	885.1	863.4	76,160	66,955	372,050	362,600
Total Group	315.6	297.0	3,128.1	2,945.0	137,122	127,085	1,470,590	1,365,002

† July and August 1958 issues combined. †† Two issues in July 1959; four issues in July 1958. # Not included in totals; as figures for the July issues were unavailable as this issue went to press; June figures are shown.

	Pages				Lines			
	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958
§Foreign (July)								
Hablemos	16.5	10.8	108.1	91.9	13,818	9,030	90,804	77,238
Popular Mechanics:								
Popular Mekanik (Danish)	16.5	6.0	133.5	54.5	3,696	1,344	29,904	12,208
Mecanique Populaire (French)	23.3	21.0	195.2	202.7	5,219	4,704	43,724	45,405
Populare Mechanik (German)	4.1	3.0	34.5	33.4	924	672	7,734	7,482
Mecanica Popular (Spanish)	19.7	20.7	168.1	199.3	4,414	4,629	37,656	44,647
Popular Mekanik (Swedish)	5.0	6.5	58.5	60.0	1,120	1,456	13,104	13,440
Reader's Digest:								
Arabic	26.5	36.0	219.5	232.0	4,346	5,904	35,998	38,048
Argentine	58.5	64.0	328.5	340.0	10,647	11,648	59,787	61,880
Australian	58.8	60.5	447.8	410.3	10,693	11,011	81,491	74,666
Austrian	54.0	56.0	408.0	380.0	9,828	10,192	74,256	69,160
Belgian	28.0	28.0	283.5	237.5	4,900	4,900	49,613	41,563
British	69.5	62.5	479.0	466.5	12,927	11,625	89,094	86,769
Caribbean	49.0	49.5	369.5	423.5	8,918	9,009	67,249	77,077
Danish	27.5	37.0	269.3	320.8	4,675	6,290	45,773	54,528
Dutch	43.5	31.0	292.5	219.0	7,917	5,642	53,235	39,858
Finnish	13.0	16.0	147.0	124.0	2,418	2,976	27,342	23,064
French	73.0	69.0	713.0	716.5	12,775	12,075	125,388	125,388
French-Swiss	20.0	28.0	156.5	172.0	3,500	4,900	30,100	30,100
German	80.0	70.0	715.0	645.0	14,560	12,740	130,130	117,390
German-Swiss	22.0	26.0	185.5	184.5	4,004	4,732	33,761	31,759
Iberian	67.5	63.5	519.0	507.0	12,285	11,557	94,458	92,274
Indian	47.0	46.0	360.0	367.0	8,554	8,372	65,520	66,794
Italian	52.5	71.5	483.0	579.0	9,030	12,298	83,076	99,588
Japanese	37.5	43.0	248.5	263.0	6,300	7,224	41,748	44,184
Mexican	43.5	46.0	313.0	351.5	7,917	8,372	56,966	63,973
New Zealand	17.0	23.0	158.0	217.5	3,094	4,186	28,756	39,585
Norwegian	29.5	33.0	293.5	258.3	5,015	5,610	49,895	43,903
Overseas Military	34.0	36.0	256.0	291.0	6,188	6,552	46,592	52,962
Portuguese	87.5	80.5	561.0	527.0	15,313	14,088	98,175	92,225
South African	64.5	76.0	489.0	542.5	11,546	13,604	87,532	97,108
Southern Hemisphere	16.0	23.5	129.0	196.0	2,912	4,277	23,478	35,672
Swedish	21.5	28.5	315.5	285.0	3,999	5,301	58,683	53,010
Total Group	1,226.4	1,272.0	9,838.0	9,896.2	233,452	236,920	1,861,022	1,852,948

§ Because current month linage figures for several publications are not yet available this group is broken into a July section and a June section.

	Pages				Lines			
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958
Foreign (June)								
Life International:								
International Edition	80.1	76.3	419.3	408.2	54,485	51,935	285,175	277,610
†Mexican Edition	16.0	—	34.0	—	10,880	—	23,120	—
Spanish Edition	67.4	65.1	324.2	339.6	45,900	44,285	220,490	231,030
Newsweek:								
Pacific Edition	79.8	69.7	483.3	368.3	33,565	29,274	203,075	154,686
European Edition	89.1	77.3	462.8	404.7	37,415	32,466	194,390	169,974
Time International:								
Time-Atlantic	132.9	125.5	688.0	632.1	55,755	52,675	288,960	265,790
Time-Latin American	114.1	112.5	600.0	602.5	48,230	47,215	252,000	253,015
Time-Pacific	95.1	90.8	559.9	474.2	39,935	38,080	234,675	199,150
Vision:								
Visao (Portuguese)	172.0	161.0	872.2	776.7	72,240	67,620	366,310	326,200
Mexican Edition	21.3	19.2	106.3	77.0	8,960	8,050	44,660	32,340
Spanish Edition	81.4	81.7	438.4	406.6	34,195	34,335	184,135	170,765
Total Group	949.2	879.1	4,988.4	4,489.9	441,560	405,935	2,296,990	2,080,560

† First published May 18, 1959.

Pasch Elected Adclub Head

Dean Pasch, D'Arcy Advertising Co., has been elected president of the Los Angeles Advertising Agency Production Managers Club, formerly known as the Advertising Agency Production Men of Los Angeles. Other officers are Ralph Nelson, Erwin Wasey, Ruthrauff & Ryan, vp; William R. Melton Jr., California Test Bureau, secretary, and Irv Geller, Hughes Aircraft Co., treasurer.

Walsh Agency Boosts Four

Walsh Advertising Co., Toronto, has made the following promotions: George E. Cross, vp and general manager, to vp and assistant general manager; L. K. Garwood, vp and assistant manager, Toronto, to vp and assistant general manager; James M. Bowman, senior account supervisor and a director, and Gerald C. Maccabe, director of marketing, to vps.

Kirshner & Associates Bows

William N. Kirshner, formerly sales promotion director of Pilot Productions, Evanston, Ill., has formed his own company, W. N. Kirshner & Associates, with offices in the Board of Trade Bldg., Chicago. Kirshner & Associates will produce "visual presentations for business within the areas of sales training, sales promotion and public relations."

Borden Acquires Snow Canning

Borden Co., New York, has acquired the F. H. Snow Canning Co., Pine Point, Me., producer of about 20 canned foods, mostly seafood items. The line will continue to be merchandised under the Snow label. No major company or agency changes are contemplated, according to Borden. Daniel F. Sullivan Co., Boston, is the agency of record for Snow.

Mars Plans Halloween Drive

Mars Inc., Chicago, will again offer retailers special point of sale displays and packaging for promoting Halloween candy sales. The promotion material will include a display bin, pennants and tie-in window pieces. Gaily decorated Halloween theme 24-count boxes for five of Mars' candy bars will also be featured.

Watts, Payne Moves Offices

Watts, Payne-Advertising has moved to new quarters at 311 W. 7th St., Tulsa.

A NEW IDEA IN HOUSE ORGANS

Original, exclusive ideas on business improvement. Fully illustrated. Territory arrangement. Get sample issue, prices.
IRVING LEVY, 935 PARK AVE., N. Y. 28, N.Y.

SPREADING THE NEWS

SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
718 FEDERAL STREET • CHICAGO 5, ILLINOIS

memo:

100% Coverage

Motor hotels are the fastest growing part of the hotel market — You cover *EVERY* motor hotel in the U.S. with

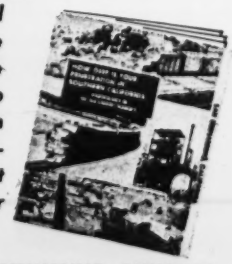
THE HOTEL MONTHLY

105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

which metropolitan area in California ranks third in gas station sales?

People drive a lot in America's largest county, San Bernardino. And San Bernardino and Riverside counties comprise California's 4th, the Pacific Coast's 6th, and the Nation's 27th largest metropolitan area. San Bernardino county accounts for $166,038,000 in automotive and gas station sales, 61% of the metropolitan area's total. $97,430,000 is in automotive sales and $68,608,000 is gas station sales. This metropolitan area ranks third in California in gas station sales!

Ask your Cresmer and Woodward representative for our new and valuable market study, "How Deep Is Your Penetration In Southern California, Particularly In Its Third Largest Market?" or write, wire or telephone



SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA

Wingate McBride Arnott Briggs Edmondson

GAVEL GIVING—*James S. Wingate, Jann & Kelley, past president of the San Francisco chapter, American Assn. of Newspaper Representatives, passes the gavel on to the new president, Lyman McBride, Fitzpatrick Associates. Other new officers are John P. Arnott, Katz Agency, vp; George Briggs, Ridder-Johns, secretary, and Pete Edmondson, O'Mara & Ormsbee, treasurer.*

Tier-Rack to French & Shields

Tier-Rack Corp., St. Louis manufacturer of portable pallet racks for warehouses, has appointed French & Shields Inc., St. Louis, to handle its advertising. H. George Bloch Inc., St. Louis, is the previous agency. Allan M. Wyman, vp of French & Shields, has been appointed account executive. Mr. Wyman was formerly art director.

Block Associates Names Two

Edward J. Doney Jr. has joined Frank Block Associates, St. Louis, as assistant copy chief and Alma Girand has joined the agency as assistant in copy research. Mr. Doney was formerly with Gardner Advertising Co. in copy-contact and consumer copywriting. Miss Girand was formerly with the First National Bank in St. Louis.

Better Settin'... Better Readin' ... Better Sellin'

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

'N. Y. Times' Accepts Grove Ad After P.O. Says: 'No Objection'

NEW YORK, July 14—The *New York Times* reversed its policy last week and accepted the Grove Press ad which states: "The Post Office ban forbids us to tell you where you can buy a copy of 'Lady Chatterley's Lover'."

The ad has been running in papers across the country but the *Times* had rejected it after the Post Office ruled that the D. H. Lawrence novel is an "obscene" work. The rejection was based on the advice of counsel that the *Times'* mailing privileges would be in jeopardy if it accepted the ad (AA, June 22).

■ The *Times* lifted its ban after being informed by the American Book Publishers Council that the Post Office had no objection to this ad.

Horace Manges, counsel to the publishers' group, went to Washington and showed a copy of the ad to Herbert B. Warburton, general counsel of the Post Office.

Mr. Manges asked Mr. Warburton if the Post Office had any objections to this ad. Mr. Warburton looked and said, "No."

Sussman & Sugar is the Grove agency. #

NAB Committee to Start Ball Rolling for TV PR Program

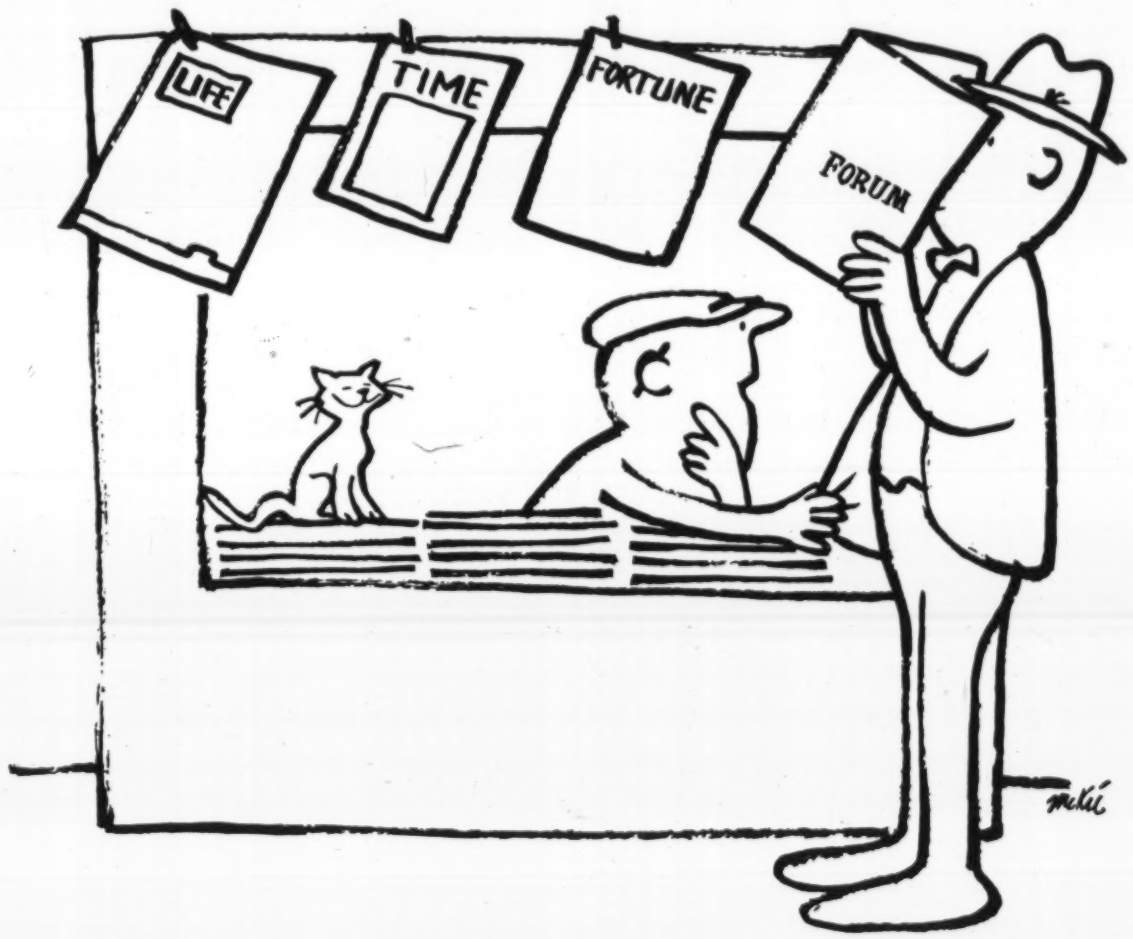
WASHINGTON, July 14—A pro tem committee is to meet in New York this week in the first move to get the television industry's "information program" organized.

The committee, named last weekend by National Assn. of Broadcasters President Harold Fellows, is to move ahead with organizational and financial arrangements, and is to operate the information program until enough "sponsors" are signed up to elect a permanent committee.

The plan calls for a large-scale public relations program in behalf of television, involving an estimated $700,000 in the first year. The organization is to have its headquarters in New York, and to employ a director and other staff members (AA, June 15).

■ The interim committee, composed of potential "sponsors," includes:

Clair R. McCollough, Steinman Stations, Lancaster, Pa.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; Willard E. Walbridge, KTRK-TV, Houston; Roger W. Clipp, Triangle Stations, Philadelphia; John S. Hayes, *Washington Post's* broadcast division, Washington; Lawrence H. Rogers II, WSAZ, Huntington, W. Va.; Kenneth W. Bilby, NBC, New York; Michael J. Foster, ABC, New York, and a CBS representative still to be designated by that network. #



4 ways to sell the building industry...

Depending upon the product any one of these magazines is worth the money—and you can buy a black and white page in all four for $48,280.

But take that one over on the right. It has its own 4-way coverage of the nonresidential building industry, and a black and white page costs only $1,195.

To get your product or equipment off the drawing board into a building, you have to advertise and sell to 4 people—architect, engineer, contractor *and* the client. And while the first three men are terribly important, it's as true in building product specification as it is in media recommendation that the only one who can really knock you off the list is... guess who?... the client.

All buildings start with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

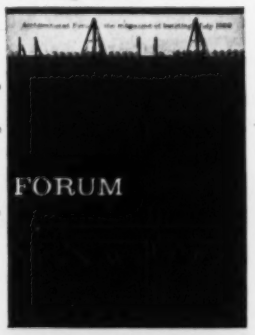
As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the only magazine that has clients. In fact, FORUM is the only magazine whose growth keeps pace with the building industry itself.

With the biggest circulation in the field—60,000—FORUM alone is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

Of FORUM's 21,000 client subscribers—89% are concerned with building matters within their companies and 51% of these companies have undertaken building projects without engaging an outside architectural or engineering firm.*

FORUM

delivers the entire specifying and buying power of the building market.



*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. Architectural FORUM, 9 Rockefeller Plaza, New York 20, New York.

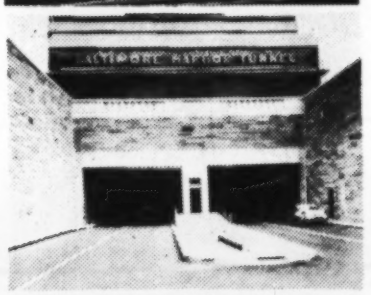
Major Account Changes, Appointments, 1st Half of 1959

ACCOUNT	TO	FROM	Billings (Est.)
U.S. Air Force (Recruiting)	MacManus, John & Adams	EWRR	$ 1,000,000
Allis-Chalmers Mfg. Co.	Klau-Van Pietersom-Dunlap	Compton Advertising	800,000
American Airlines	Young & Rubicam	Lennen & Newell	6,000,000
American Cyanamid Co. (Industrial Chemicals div. and Plastics & Resins division)	EWRR	Hazard Advertising Co.	———
(Institutional advertising)	EWRR	Hazard Advertising Co.	———
(Melmac Dinnerware)	EWRR	Hazard Advertising Co.	300,000
American Enka Corp.	Donahue & Coe	Anderson & Cairns	———
American Home Foods (Division of American Home Products Corp.-Chiquita)	Batten, Barton, Durstine & Osborn		
Armour & Co. (Dash Dog Food & 22 Armour canned meats)	Foote, Cone & Belding	N. W. Ayer & Son	3,000,000
B. T. Babbitt Inc. (Savoy Car Shampoo)	Brown & Butcher	Norman, Craig & Kummel	———
Bankers Life & Casualty Co.	Phillips & Cherbo	Grant, Schwenck & Baker	1,000,000
Bathasweet (Standard Laboratories, division of Warner-Lambert Pharmaceutical Co.)	Rockmore Co.		
Best Foods (Nucoa margarine)	Dancer-Fitzgerald-Sample	GB&B	1,000,000 to 1,500,000
Bethlehem Steel Co.	Hazard Advertising	Jones, Brakeley & Rockwell	1,000,000
Bissell Carpet Sweeper Co.	Clinton E. Frank	Leo Burnett Co.	1,500,000
Blitz Weinhard Co.	Johnson & Lewis Advertising	Weiner & Gossage Advertising	425,000
Borden Foods Co. (Instant whipped potatoes)	Young & Rubicam	Lennen & Newell	———
Borg-Warner Corp.	Clinton E. Frank Inc.	J. Walter Thompson	1,250,000
Brach, E. J. & Sons	Tatham-Laird	Arthur Meyerhoff & Co.	300,000
Bristol-Myers Co. (Ban deodorant)	Ogilvy, Benson & Mather	BBDO	2,500,000
Bristol-Myers Co. (Vacuettes new product)	Young & Rubicam		
Bristol Laboratories (Division of Bristol-Myers—Tetrex Line)	Burdick & Becker	Noyes & Sproul, Klemtner & Co.	———
Butter-Nut Bread (Division of Langendorf United Bakeries)	Lennen & Newell	Hoefer, Dieterich & Brown	250,000
Bymart (Tintair)	Kastor, Hilton,	Products Service Inc.	———
CandyGram Inc.	New agency not yet named.	Reach, McClinton & Pershall	———
Carlsberg Agency Inc. (Carlsberg beer)	Wexton Co.	Wesley Associates	150,000
Carter Carburetor (Division of ACF Industries)	D'Arcy Advertising Co.	French & Shields	300,000
Catalina Inc.	Grey Advertising	Foote, Cone & Belding	———
Charmin Paper Products (White Cloud Tissue—subsidiary of Procter & Gamble)	Dancer-Fitzgerald-Sample		
Charms Co.	Needham & Grohmann	Grant & Wadsworth	———
Chesapeake & Ohio Railway	Agency not yet named.	Robert Conahay Inc.	300,000
Chesebrough-Pond's (Pond's Angel Touch and lipsticks)	Norman, Craig & Kummel	J. Walter Thompson	1,000,000
Chrysler Corp. (Valiant automobile, new product)	BBDO		10,000,000-15,000,000
(Dart automobile, new product)	Grant Advertising		
Chrysler Corp. of Canada (Dodge & DeSoto cars and Dodge trucks)	Grant Advertising of Canada	Ross Roy Inc. of Canada	2,500,000
Chun King Sales Inc.	BBDO	J. Walter Thompson	1,250,000
Ciba Pharmaceutical Products	Hazard Advertising		
Cluett, Peabody & Co. (Arrow Domestic Advertising)	Lennen & Newell	Young & Rubicam	2,000,000
Colgate-Palmolive Co. Colgate Men's Line	Street & Finney	John B. Shaw Advertising	300,000
(Super Suds product)	Street & Finney	Cunningham & Walsh	500,000
(Wildroot products)	Ted Bates & Co.	BBDO	3,250,000
(Wildroot products, Canada)	Foster Advertising	A. J. Denne & Co.	———
Cory Corp. (All but Autopoint Co.)	Herbert Baker Advertising	Dancer-Fitzgerald-Sample	———
Countess Mara Inc.	Henry Bach Associates	Fred Gardner Co.	———
Cresta Blanca Wine (CVA Corp.)	Doyle Dane Bernbach	Norman, Craig & Kummel	———
Dayton Rubber Co. (Industrial products division)	Marsteller, Rickard,	Allman Co.	250,000
Dr. West's Insta-Clean	Keyes, Madden & Jones		
Dodge Dealers of Detroit	Grant Advertising	———	300,000
Dorann Foods	Zlowe Co.	Fred Gardner Co.	———
Eagle Pencil Co. (U.S. account)	Agency to be named in fall.	BBDO	250,000-300,000
Economics Laboratory Inc.	Kastor, Hilton	J. M. Mathes Inc.	2,000,000
Evershorp Pen Co.	Compton Advertising	Benton & Bowles	500,000
Fairmont Foods Co. (Frozen food and butter products)	Allen & Reynolds	Doyle Dane Bernbach Inc.	———
Farrington Mfg. Co.	N. W. Ayer & Son	Chambers, Wiswell, Shattuck,	———
Fleet-Wing Corp. (subsidiary of Standard Oil Co., O.)	Griswold-Eshleman Co.	David R. Buschman & Associates	250,000
Fleischmann Distilling Co. (Churchill Bonded; Churchill 88; Old Medly and Olde Heirloom)	Compton Advertising	L. H. Hartman Co.	———
Ford Motor Co.	J. Walter Thompson (Falcon car)		
	Kenyon & Eckhardt (English Ford and the Taunus)	———	250,000
Formfit Co.	Added Tatham-Laird	———	1,000,000
Foster-Grant Co.	Donahue & Coe	Hoag & Provandie & Burke Dowling Adams Inc.	500,000
French Tourist Office	Doyle Dane Bernbach Inc.	Grey Advertising	400,000
Frito Co. (national and regional advertising for Fritos corn chips, and also advertising for Frito-Nicolay, Dancey Co. and Frito Co., eastern division)	Dancer-Fitzgerald-Sample	Tracy-Locke Co. (National advertising)	EWRR (regional accounts) 1,000,000
Fulham Brothers (4 Fishermen products)	Charles F. Hutchinson Inc.	Doherty, Clifford, Steers	———
Gallo, E. J. Winery	BBDO	Doyle Dane Bernbach	1,200,000
General Mills (Korn Kix, Trix & Sugar Jets)	Dancer-Fitzgerald-Sample	Tatham-Laird	2,000,000
Gillette Industries Ltd. (razor & blades)	S. H. Benson Ltd.	W. S. Crawford Ltd.	———
Granny Goose Foods	Lennen & Newell	Harris, Harlan, Wood	400,000
Great Western Producers	Monroe Greenthal Co.	Gore Smith Greenland Inc.	350,000
Guest Aerovias Mexico	Adams & Keyes		
Hampden-Harvard Breweries Inc.	Cohen & Aleshire	Daniel F. Sullivan Advertising	———
Hambro Automotive Corp. (Austin Motor Co.)	J. M. Mathes Inc.	McCarty Co.	750,000
Harrison Co., A. S.	Charles W. Hoyt Co.	Kastor, Hilton, Chesley, Clifford & Atherton	———
Hillman's Inc.	Herbert Baker Advertising		
Hoffman Motor Car Co. (except Fiat, at Adams & Keyes)	Warwick & Legler	L. H. Hartman Co.	350,000
Hudson Pulp & Paper Corp.	Grey Advertising	Norman, Craig & Kummel	1,000,000
John Inglis Co. (consumer products division)	Cockfield, Brown & Co.	Spitzer & Mills	———
International Breweries	Marcus Advertising	Brooke, Smith, French & Dorrance (Frankenmuth & Southern division)	———
		Lloyd Mansfield Co. (International Iriquois division)	———
International Breweries (Bavarian division)	Marcus Advertising		
International Ladies Garment Workers Union	Doyle Dane Bernbach	———	700,000
International Latex (Playtex)	Ted Bates (Sept. 1)	Reach, McClinton & Co.	4,000,000
International Swimming Pools	Doyle Dane Bernbach	Geyer, Morey, Madden & Ballard	350,000
Jantzen Inc. (women's sportswear division only)	Hockaday Associates	Botsford, Constantine & Gardner	1,000,000
Jenkins Spirits Corp. Ltd.	John C. Dowd Inc.	Keyes, Madden & Jones	———
Karastan Rug Mills (division of Fieldcrest Mills)	C. J. LaRoche & Co.	Calkins & Holden	150,000
Lanolin Plus (VCA Laboratories —Rybutal, Super-Rybutal and Juvenal)	Erwin Wasey, Ruthrauff & Ryan	Batten, Barton, Durstine & Osborn	———
Lawry's Food Products	Doyle Dane Bernbach	California Advertising	400,000
Lerner Sleep Shops	Zakin Co.	———	300,000
Linco Distributing Corp.	D'Arcy Advertising	Henri, Hurst & McDonald	200,000
Lindsay Co.	Biddle Co.	Kerker, Peterson, Hixon & Hayes	350,000
MacMillan Co.	J. M. Hickerson Inc.	Kastor, Hilton, Chesley, Clifford & Atherton	———
Magnavox Co.	Marschalk & Pratt (subsidiary of McCann-Erickson)	Maxon Inc.	475,000
Manhattan Shirt Co. (Men's division)	Daniel & Charles	Doner & Peck	$800,000 to $1,000,000
Louis Marx & Co. (toy manufacturers)	Ted Bates & Co.		1,000,000
Masland, C. H. & Sons	Anderson & Cairns		
Oscar Mayer & Co	New agency not yet named.	Wherry, Baker & Tilden (now Baker, Tilden, Bolgard & Barger)	1,500,000
McCormick & Co. (Fluffy instant potatoes & Fun instant soft drink)	Lennen & Newell	Doherty, Clifford, Steers & Shenfield	———
McLendon Corp.	Honig-Cooper, Harrington		
Mead, Johnson & Co. (Institutional advertising)	Kastor, Hilton, Chesley, Clifford & Atherton	Wentzel, Wainwright, Poister & Poore	———
Mead, Johnson & Co. (Pablum products)	Kenyon & Eckhardt	Keyes, Madden & Jones	———
Mercury Record Co.	John W. Shaw Advertising	Henri, Hurst & McDonald	200,000
Midas Inc.	Edward H. Weiss & Co.	Bozell & Jacobs	$1,000,000 to $1,500,000
Mytinger & Casselberry (Nutrilite Food Supplement)	Donahue & Coe	J. Walter Thompson	750,000-1,000,000
National Apple Institute	VanSant Dugdale & Co.	Charles W. Hoyt Co.	———
National Guard Bureau	Fletcher Richards, Calkins	VanSant, Dugdale	300,000
Nescafe	William Esty Co. (Sept. 1)	Bryan Houston Inc. (Now merged with Fletcher Richards, Calkins & Holden)	3,500,000
Nestle Co. (Decaf Instant Coffee, Nestea Instant tea & Maggi Soup line, effective Sept. 1.)	McCann-Erickson	Dancer-Fitzgerald-Sample	2,000,000
New York Stock Exchange	Compton Advertising	Calkins & Holden	1,000,000
Northam Warren Corp. (Cutex)	Doherty, Clifford	Doyle Dane Bernbach Inc.	1,000,000
Northam Warren Corp. (Odorono & Peggy Sage)	Ellington & Co.	Doyle Dane Bernbach Inc.	500,000
Norwich Pharmacal Co. (Nebs)	Cohen & Aleshire	Foote, Cone & Belding	1,000,000
Norwich Pharmacal Co. (advertising for Pepto-Bismol, Norforms, Unguentine and NP-27 international advertising)	Gotham-Vladimir Advertising	McCann-Erickson	———
Oral Roberts Evangelistic Assn.	Geyer, Morey, Madden & Ballard	Keyes, Madden & Jones	1,250,000
Otarion Listener Corp.	Biddle Co.	J. M. Mathes Inc.	278,000
Outdoor Advertising Inc.	Marschalk & Pratt	Al Paul Lefton Co.	———
Pacific Mills Worsted Co. (Division of Burlington Industries)	Henry Bach Associates	J. Walter Thompson	———

(Continued on Page 68)

BALTIMORE HAS CHANGED—*FAST!*
AND UNLESS YOU LIVE HERE YOUR
"MARKET IMAGE" MAY VERY WELL BE

OUT OF DATE



BACK in the days of old, Baltimore gained justified renown as "the city of white steps" . . . a picturesque but antiquated portrayal that has persisted to this very day!

While it's true that you can find some neighborhoods in our city where the traditional white steps are still very much in evidence . . . the fact remains that the charming custom is rapidly vanishing from the Baltimore scene.

Indeed, in the NEW Baltimore . . . in the populous, fast growing suburban areas surrounding the "old city" . . . modern design and construction methods have all but eliminated this "memory of the past".

The Baltimore of today . . . the NEW Baltimore is a vital, teeming, metropolitan market, alive, alert . . . transfigured by an influx of new families, new business, new construction. Here is a modern populace, people with new ideas, new interests, new desires . . . and the means to satisfy them!

Compare the NEW Baltimore so clearly evident in the facts and figures shown at right* . . . with your own mental image of "Baltimore, 1959". Compare, then choose . .

*

***METROPOLITAN POPULATION**
Estimated at 1,626,600
A 3.2% increase in one year!

AGE DISTRIBUTION
Under 50 years old—79.2%
Median age—30.6%

POPULATION DISTRIBUTION
Suburban & Rural—39.1%
Urban—60.9% (compared with 88% in 1950!)

RETAIL SALES
$1,799,932,000

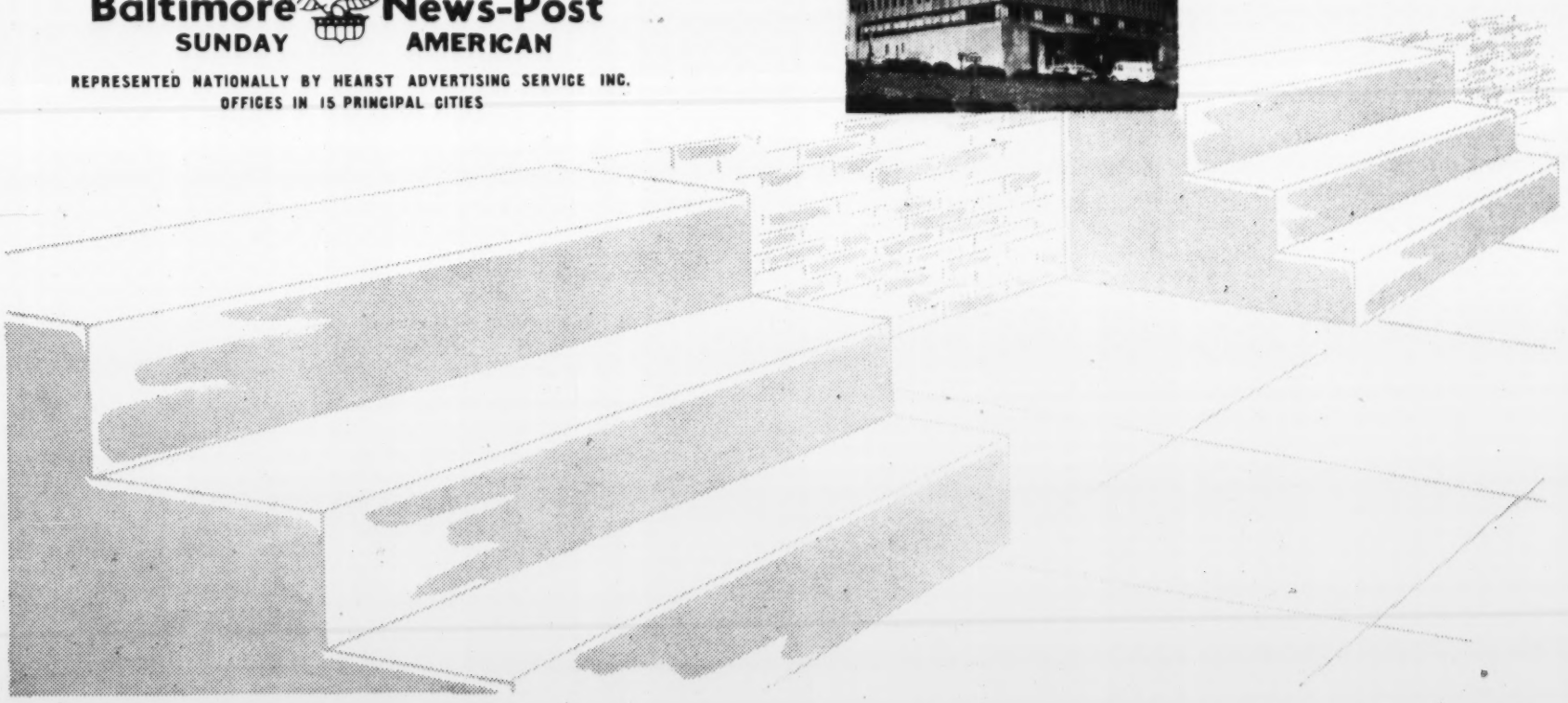
FOOD STORE SALES
$459,578,000

EFFECTIVE BUYING INCOME
$2,964,515,000

The Baltimore News-Post and Sunday American has more than kept pace with this tremendous growth . . . this shifting of the population. We deliver 54% of all the households in the major Baltimore suburban areas *every day in the week!* Over 61% on Sundays! Any wonder then that the NEW leader in the NEW Baltimore is . . . The Baltimore News-Post and Sunday American!

Baltimore News-Post
SUNDAY AMERICAN

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.
OFFICES IN 15 PRINCIPAL CITIES



Major Account Changes, Appointments, 1st Half of 1959

ACCOUNT	TO	FROM	Billings (Est.)
Pan-American Coffee Bureau	BBDO	Fuller & Smith & Ross	1,000,000
Perry Laboratories (Myomist mouth spray)	Maxwell Sackheim & Co.	Roy S. Durstine Inc.	500,000
Paxton & Gallagher Co. (Butter-Nut Coffee)	Tatham-Laird D'Arcy Advertising Co.	Buchanan-Thomas Advertising Co.	1,500,000
Pharma-Craft Corp. (Coldene Stick, subsidiary of Distillers Corp., Seagrams Ltd.)	J. Walter Thompson Co.	Cunningham & Walsh	3,000,000
Philips Electronics Industries Ltd.	Needham, Louis & Brorby (Philishave electric shavers) McKim Advertising Ltd. (radio and tv appliances) E. W. Reynolds Ltd. (Philips electronic tubes and Rogers Majestic Radio Corp.)	Erwin Wasey, Ruthrauff & Ryan	450,000
Pillsbury Co. (Overseas division)	Grant Advertising	Gotham-Vladimir Advertising	———
Porter, H. K. Co. (Thermoid)	Erwin Wasey, Ruthrauff & Ryan	Aitkin-Kynett	450,000
Porter, H. K. Co. (National Elec.)	EWRR	Ketchum, MacLeod & Grove	250,000
Purex Corp. (Little Bo Peep Ammonia, Little Boy Blue Bluing, Miss Bo Peep Brightener & Fleecy White Bleach)	Foote, Cone & Belding	Roche, Rickard & Cleary	———
(Beads O'Bleach)	Edward H. Weiss & Co.	Foote, Cone & Belding	———
(Wrisley bath soap)	Edward H. Weiss & Co.	Fulton, Morrissey Co.	———
Red Heart Dog Food (Division of John Morrell & Co.)	John W. Shaw Advertising	Campbell-Mithun	1,000,000
Red L Foods	Smith Greenland Co.	Paris & Peart (now merged with Gardner Advertising Co.)	———
Reddi-Wip Inc. (Top-Wip product)	Kenyon & Eckhardt	D'Arcy Advertising Co.	———
Regal Brewing Co.	Lennen & Newell (Aug. 1)	Heintz & Co.	1,000,000
Revlon Inc. (Eye Fresh)	Warwick & Legler	Dowd, Redfield & Johnstone	———
Revlon Inc. (Thin-Down)	Heineman, Kleinfeld	Dowd, Redfield & Johnstone	———
Robert Hall Clothes Inc.	Arkwright Advertising	Frank B. Sawdon Inc.	3,000,000
Rock City Tobacco Co. (subsidiary of Rothmans of Pall Mall Canada Ltd., Craven A & Sportsman Cigarets.)	MacManus, John & Adams	Kenyon & Eckhardt	———
(Black Cat Cigar)	Foster Advertising Ltd.	Kenyon & Eckhardt	———
Rothmans of Pall Mall Canada Ltd.	F. H. Hayhurst Co.	Young & Rubicam	1,000,000
Salada-Shirriff-Horsey (Sea Brand Frozen Shrimp—new product)	Sullivan, Stauffer, Colwell & Bayles		
Corporate advertising and institutional advertising Horsey Division, Canada		McKim Advertising and Bradley, Venning, Hilton & Atherton	———
and brand advertising for Crawford Caramel Spread	Vickers & Benson		———
Other Brand Advertising	Leo Burnett Co.	McKim Advertising	———
Schenley Industries (Cream of Kentucky Whisky)	Doyle Dane Bernbach	L. H. Hartman Co.	380,000
C. Schmidt & Sons	Ted Bates & Co.	Al Paul Lefton Co.	1,500,000
Scripto Inc. (United Kingdom ballpoint pen division)	Dolan, Ducker, Whitcombe & Stewart	J. Walter Thompson	———
Joseph Seagram & Sons (Lord Calvert Whisky)	Cohen, Dowd & Aleshire	Ogilvy, Benson & Mather	1,000,000
Simmons Co. (Hide-a-Bed sofas and all upholstered products made by its new living room division)	McCann-Erickson	Young & Rubicam	———
Slenderella International	Products Services Inc.	Management Associates	2,500,000
Smith Brothers	Kastor, Hilton	Sullivan, Stauffer	750,000 to 1,000,000
Standard Brands (Chase & Sanborn Coffee)	J. Walter Thompson	Compton Advertising	6,500,000
Sussex Foods (Popeye peanut butter)	Hicks & Greist		
Swanee Paper Corp. (Swanee bathroom & facial tissues, towels & napkins)	Leber & Katz	Dowd, Redfield & Johnstone	———
Swissair	Campbell-Ewald Co.	deGarmo Inc.	250,000
Thermo-Fax Sales Corp.	EWRR		
Thikol Chemical	Brown & Butcher	Dancer-Fitzgerald-Sample	200,000
Tidy House Products Corp.	Guild, Bascom & Bonfigli	Earle Ludgin & Co.	1,000,000
Trans-World Airlines (Europe)	Dolan, Ducker, Whitcombe & Stewart	Mather & Crowther, Sodico S. A., Young & Rubicam, Adolph Wirz Adv.	1,000,000
21 Brands Inc.	Cunningham & Walsh	Calkins & Holden	475,000
Underwood Corp.	J. M. Mathes	William Esty Co.	450,000
Union Oil Co. (radio & tv)	EWRR	Young & Rubicam	———
United Vintners (Petri)	Honig-Cooper (Sept. 1.)	Young & Rubicam	———
Vermouth Industries of America (Tribuno Vermouth)	Guth, Francis & Richards	Clifford & Atherton	25,000
Vick Chemical Co. (Vicks double-buffered cold tablets)	Ogilvy, Benson & Mather	Morse International	———
Volkswagen (passenger cars)	Doyle Dane Bernbach Inc.	J. M. Mathes Inc.	750,000
Volkswagen (commercial vehicles)	Fuller & Smith & Ross	J. M. Mathes Inc.	300,000
Warner-Lambert Pharmaceutical Co. (Fashion Quick, new home permanent)	Lambert & Feasley	———	3,000,000
Watchmakers of Switzerland	Cunningham & Walsh	Foote, Cone & Belding	1,000,000
Waterman-Bic Pen Co.	E. J. Howard Co.	Bruce Enderwood Co.	———
White Sewing Machine Corp.	Meldrum & Fewsmith	Fuller & Smith & Ross	250,000
Whitehall Laboratories (Dristan, Dondrill Cough Medicine & Soothal antiacid)	Tatham-Laird	Bryan Houston Inc.	6,000,000

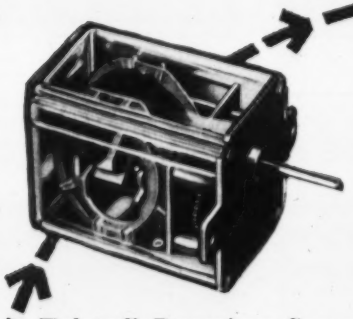
'Chain Store Age' Boosts Rowe

H. Sterling Rowe, assistant advertising manager of *Chain Store Age*, New York, has been appointed advertising manager of the publication's drug editions. He succeeds James P. Gagin, who is retiring after 32 years with the company. Mr. Gagin will join McCann-Erickson as a consultant.

Griswold-Eshleman Names Two

Harry M. Grinton will join Griswold-Eshleman Co., Cleveland, as vp of industrial marketing on Aug. 1. He presently is a vp of McGraw-Hill Publishing Co. Griswold-Eshleman also has named Mrs. Dorothy Mortas Moore, formerly with Carrier Corp., Syracuse, senior copywriter.

another famous name* in action!



powered by a HANKSCRAFT Battery-Operated ROTARY DISPLAY MOTOR

Falstaff Brewing Corporation*—brewers of premium-quality Falstaff beer — uses a Hankscraft battery-operated rotary motor to power this appealing, thirst-provoking point-of-purchase display. Eye-catching animated pieces like this help to make Falstaff one of the country's largest-selling beers. Like all Hankscraft-powered displays, it runs for weeks without attention — moving the message that moves the merchandise!

Hankscraft will gladly recommend the best motor for your particular display use. Send us a cutout dummy and rough sketch. We'll return them with our report—no obligation, of course!

Display designed and produced by Schmidt Lithograph Company, San Francisco

HANKSCRAFT COMPANY
DISPLAY MOTOR DIVISION
Reedsburg, Wisconsin

5 good reasons why Fort Wayne belongs on your ad schedule!

ADVERTISER APPROVED FORT WAYNE INDIANA TESTED

1 607,000 PEOPLE who have $1,160,125,000 dollars to spend each year.

2 $691,853,000 RETAIL SALES Are you getting your share?

3 GUARANTEED COVERAGE by The News-Sentinel and The Journal-Gazette in 15 counties, including 127 prosperous cities and towns.

4 ROP COLOR —Any 1, 2 or 3-color combination available Monday-Saturday.

5 MERCHANDISING AID —Route List, Monthly Grocery Inventory, tie-in solicitation, regular and special mailings to trade.

FREE Write today! Reserve your copy of the new, fact-filled Golden Zone Market Book.

FORT WAYNE
INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

LOOK, TASTE—*This is one of the 10 full-color cutout spectaculars now being used by Santa Fe Wine Co. in the Los Angeles area to promote its "Look-Test It, Taste-Test It" theme.*

Harklow Named Chapter Head

Arnold Harklow, Ward, Griffith Co., has been elected president of the Boston chapter of the American Assn. of Newspaper Representatives. Other officers are Robert Carew, Story, Brooks & Finley, vp; Warren Shields, Johnson, Kent, Gavin & Sinding, secretary, and Frank Stevens, Gilman, Nicoll & Ruthman, treasurer.

Steel Joins Cockfield, Brown

Vincent R. J. Steel has joined the creative department of Cockfield, Brown & Co., Toronto, as a creative visualizer.

THIS IS THE JINGLE MILL RECORD

$58 PER JINGLE

Price applies to the United States Only

COMPLETELY CUSTOM MADE

WE HAVE SERVICED OVER 700 RADIO STATIONS
98% OF STATIONS HAVE REORDERED
OVER 10,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks—no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

Marketing Skills Can Solve World Ills, Foote Says

CAMBRIDGE, MASS., July 14—Fifty-five marketing men attending a week-long management seminar sponsored by the Advertising Federation of America heard a proposal for "exporting" marketing talent.

Emerson Foote, senior vp at McCann-Erickson, said such a move would "provide forward momentum for under-developed nations." He added that transplanting marketing skills abroad would benefit other nations as well as our own.

"No matter how successful we may be in advancing the levels of our production and our consumption," said Mr. Foote, "no one seriously believes that we can permanently create an island of prosperity in a world of economic dislocation. The opportunities for creative worldwide marketing are tremendous and rich—to all parties involved."

■ Mr. Foote, who spoke on "the importance of marketing to national survival," also told the seminar that the U.S. could not "decisively win a sustained economic contest of any sort on production means alone, no matter how advanced or how proficient. We must actually exhibit a skill in promoting consumption which we have not up to now exhibited."

Marketing, he said, "represents the one spectacular edge which we have over the Soviets." And he proposed that the U.S. make a "prodigious" increase in its marketing effectiveness.

The seminar, sponsored by the AFA in coop ration with the graduate school of business administration at Harvard, attracted 27 agency executives, 21 corporate advertising officials and 7 representatives of national media associations. They analyzed 17 actual cases of general management policy-making decisions relating to marketing and advertising. #

Home Laundry Makers Assn. Distributes Consumer Survey

American Home Laundry Manufacturers Assn.'s consumer survey report on recent purchasers of home laundry appliances has been compiled and is ready for distribution. The survey revealed that homemakers wash more often when they have automatic equipment, with some users washing over 20 loads per week. Copies of the report are available from the AHLMA headquarters at 20 N. Wacker Dr., Chicago.

Foster Elected Adclub Head

C. Dudley Foster, regional manager for General Electric Co.'s "Live Better Electrically" promotion, has been elected president of the Cleveland Advertising Club. Other officers are Frank J. Chokel, president of Specialty Surveys, and Henry T. S. Heckman, Republic Steel Corp., vps, and Albert G. Williams, treasurer. Horace Treharne was reappointed executive secretary for his 33rd term.

IT COMMUNICATES!

It takes only one wave of a checkered flag to signal the winner as thousands of horsepower race down the straightaway. That's communication. And it takes only one word from WOOD-TV to send hundreds of thousands of WOODlanders racing straightaway to their stores. That's real communication. There's plenty of buying power, too in Western Michigan — where everybody is a WOODwatcher. Make your client a winner. Check Katz for details.

WOOD-TV is first - morning, noon, night, Monday through Sunday February '59 ARB Grand Rapids, Michigan

WOOD-AM is first - morning, noon, night, Monday through Sunday March '59 Pulse Grand Rapids - 5 county area

WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.

OF THE TOP TEN MARKETS IN THE UNITED STATES,

NINE ARE CITIES- BUT ONE IS A STATE!

IT'S IOWA! The Des Moines Register and Tribune reaches over 70% of its 2,747,300 population—a higher percentage than any other paper reaches in any of the other nine leading markets. For more information call Scolaro, Meeker & Scott or Doyle & Hawley.

	MARKET POPULATION*
1. New York	14,521,000
2. Los Angeles	6,476,700
3. Chicago	6,430,700
4. Philadelphia	4,390,700
5. Detroit	3,909,800
6. Boston	3,041,500
7. IOWA	2,747,300
8. San Francisco	2,742,700
9. Pittsburgh	2,410,000
10. St. Louis	2,065,200

*SALES MANAGEMENT'S SURVEY OF BUYING POWER

DES MOINES REGISTER AND TRIBUNE

350,000 COMBINED DAILY · 500,000 SUNDAY

Gardner Cowles, President

Feature Section

Advertising Age

Community Aid in Communications

Bottles for Flavor? C. M. Wonders

Travel Copy and Type Faces

Agencies and TV Commercials

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Research, More Creativity, More Scientific Media Selection Seen Necessary to 'Save' Advertising

The increasing expenditure of advertising dollars at a decreasing rate of return is the key problem facing advertising today, says this exec vp (and former advertising manager) of Pillsbury, who offers three keys to keeping advertising economic. The material here is digested from a talk to the AFA in Minneapolis in June.

By Robert J. Keith
Executive Vice-President, The Pillsbury Co.

Advertising is an economic institution and its future will be determined primarily by economic factors.

Viewed in the light of this proposition, the question, "What price advertising?" becomes a legitimate question; for the difference between what advertising costs and what it produces is in essence *profit*—and this is the factor or prime concern to the business man, the nation's principal advertiser.

I submit that the increasing expenditure of advertising dollars at a decreasing rate of return is the key problem facing the advertising industry today. It is not the fact that advertising budgets will be bigger in 1969 which troubles advertisers; it is the fear that the return on these budgets will not increase in adequate proportion.

■ It has been said often and well that our economy has shifted from a production economy to one of consumption. I do not think that any serious student of economic history would quarrel with this thesis. Put in its simplest terms, it merely means that we have licked the problems of producing for basic needs, and can now turn our attention to satisfying additional wants. Evidence of the truth of the thesis may be seen in the fact that many, many business men now take it quite as a matter of course that their annual advertising expenditure should exceed by two or three times their annual expenditure for production plant and equipment.

Is it not, then, logical for these business men to want to put the calipers on this mammoth annual investment? To measure it not in terms of total size alone but also in terms of efficiency? And, more important, to look for ways of improving that efficiency?

An Important Question

In the ten-year period—1949 through 1958—total advertising expenditures in the U. S. grew from $5.2 billion to $10.2 billion. This is an increase of 96%, practically double. Projecting this trend into the coming decade, we foresee a staggering sum of $20 billion a year to be spent for advertising in 1968.

Question-problem-and-challenge: Will this $20 billion produce a return at the same rate as today's $10.2 billion at a greater rate, or at a lesser rate?

Answer: It all depends. It all depends on whether we in the advertising business are able to come up with the same kind of thinking and planning which enabled our production brethren to increase their efficiency over the last 50 years to a point where adequate production no longer plagues us.

■ Perhaps this is just another way of saying that our problem is no longer to make the goods, but to sell them. But there is a further dimension to the problem. We cannot, even in the year 1959, make the goods *at any* price. If production were to operate at 1949's efficiency levels, half of American industry would be out of business. Similarly, if advertising in 1969 were to operate at the same level of efficiency as in 1959, many American businesses will close up shop. *We cannot invest 100% more dollars, to produce 10% more sales.*

If this concern of mine appears to be a straw man, let me show you some sobering figures. One of our key media analysts predicts that the cost of an average nighttime half-hour show on television will rise from $100,000 to $175,000 in the next ten years, an increase of 75%. Will that show be so selected, and its commercials so designed, that it will produce 75% greate profits for the advertiser than it does today?

Greater Efficiency Essential

This same analyst foresees an increase of a similar 75% the cost of a four-color page in a major magazine. Just to maintain advertising's *present* rate of efficiency as a *sales* tool, our creative people would have to fill that four-color page with a message so compelling, so dramatic, that it produces 75% more sales in 1969 than it did in 1959! Of course, this statement must be qualified with the observation that increased sales is not an end in itself, but merely a means to the primary end of a business organization, which is the creation of profits. Therefore it is a much more realistic evaluation of advertising's efficiency to measure it as a profit-making tool, rather than a sales tool. Viewed in this light, it is quite possible that our four-color page in 1969 can produce 75% more profits than it did in 1959 on considerably less than a 75% increase in sales. Nonetheless, the comparison points up a dramatic challenge to advertising.

■ Can 30 minutes of network television, or a four-color page in a national magazine, be made sharply more productive in terms of sales than it is today? I believe that it can. For one thing, we are working against an expanding market. Our population is increasing, and our media will be reaching a larger audience. More important, educational levels and income levels are going up, with a corresponding increase in consumer potential. More and more, our advertising messages will fall on the ears of the people with the capacity to want more, new, better products, plus the capacity to satisfy these wants. The discretionary spending power of our people has grown 63% since 1950. There is opportunity for this to almost double again in the next ten years.

But does this relieve the advertising industry of the need to improve its efficiency? Indeed, it does not. Return with me for a moment to that $10.2 billion annual expenditure against today's market. This is an economic force sufficient to deliver 1,500 advertising messages to each U. S. family every day. As all of us in the business know, that means there is ample competition for each individual message. But look at the picture ten years from today. A conservation projection forecasts 30% more advertising directed against 17% more people.

The conclusion is obvious: Each advertising message must be more compelling—that is, more efficient in advertising terms—than it is today, if it is going to be heard above the static level.

* * *

Now let's discuss the over-all economic challenge in specific terms of the challenge to research, to creativity, and to media. First, the research challenge.

In order to make accurate judgments on something less than "all the facts," we need research which is more precisely defined, more closely limited to the purpose which it is asked to serve. For example, most of our major magazines have done a tremendous job of quantifying their audiences. They have even begun to qualify their audiences in socio-economic and geographic terms. The next step forward will be when they are able to qualify their audiences in terms of product use. But this will still not remove the necessity for judgment on the part of advertisers, although it will open the door to greatly increased advertising efficiency.

Media will be increasingly challenged in the next ten years to draw an ever more accurate profile of their audiences through research. Their individual success will depend greatly on their willingness and ability to draw this profile. They cannot avoid it if they wish to compete for a part of that $20 billion advertising expenditure in 1969.

'Instinct' Bowing to More Adequate Research?

In the creative challenge see one of the greatest opportunities for increased advertising efficiency in the coming decade. Man's creativity is the most difficult of characteristics to measure, to define, or to predict. Yet it is the one area in which there is opportunity for a real increment in progress.

The creative man appears to be one who can analyze, pick out significant factors, and then rearrange them in new combinations. But the end result—and here is the truly wonderful thing, the thing which distinguishes creativity from mere mathematical combinations and permutations—the end result is *greater than* the sum of its parts. The creative mind not merely organizes ideas in new combinations, it adds something to the combination which was not originally present in the raw material.

David Belasco once said that "the art of showmanship is giving the public what it wants, *just before it knows what it wants.*" Mr. Belasco was referring to show business, but I believe his remarks apply equally well to advertising. If they did not, our agencies could very well get along with a research director and a media man; the creative chair would be unnecessary.

■ Knowing what the public wants, before *it* knows what it wants, requires men of rare sensitivity. But as the world becomes more complex, it will become increasingly difficult, if not impossible, to find men whose sensitivity has been allowed to play over the full realm of human experience. I believe it will be impossible in 1969 for creative people to have an instinctive feel for their audiences, because it will be impossible for any one man to be representative of any one major group.

Here is where research enters the picture, to provide an answer through its ability to *telescope* experience. We will still need men of the highest creativity in advertising—but men who can respond sensitively and creatively to the stimulus of *research*, as readily as they react to the stimulus of personal experience.

■ Now please do not infer that I am in any sense underrating the role which research currently plays in the advertising business. The scientific study of the marketplace owes its existence in large part to the advertising man. But I believe that today we react intellectually to research. Tomorrow's copywriter must respond emotionally and imaginatively to research. This calls for men of unusual intellectual gifts—men whose emotions and imaginations are fired as readily by their intellects as by pragmatic experience.

It is in this nexus of research and creativity that I see one of our greatest hopes for increased advertising efficiency.

■ Before leaving the creative challenge, I should just like to point out that educational levels are rising in this country. An educated public will demand a greater emphasis on ideas in advertising. Today it is still possible to advertise a product by showing its picture, giving its name and quoting its price. But by 1969, products will be sold by, through and in association with ideas. The reason is simple enough. Educated people may tire of 1,500 product messages a day. But

they will never tire of 1,500 original ideas a day or of 15,000.

They may not buy all of the ideas, just as they will never buy all of the products. But they *will* listen to them. By being idea-directed, advertising will overcome the irritation barrier, the filter barrier, the self-immunization barrier of an educated public which has cultivated its capacity to dial out commercial messages.

Media Face Production and Cost Problems

I would like to turn now to what is perhaps the most complex of the challenges facing advertising in the next ten years. It is also the challenge most closely related to the basic economic question of "What price advertising?" This is the media challenge . . .

None of us in this room, or anyone in the advertising world today, had a hand in designing the mass communication media of the United States. We have inherited this complex and magnificent system from others. And while we enjoy the use of our media and contribute heavily to their support, we should quickly disabuse ourselves of the notion, often implied, that we have any ownership rights in the media system. Some of the most effective media the world has ever known have existed without benefit of advertising—in occupied France, during the war, for example—and will do so again, should commercial or political abuse encroach upon their freedom.

■ Our media are like a mighty pipe organ which can be played upon skilfully by the practiced advertiser, provided he does not attempt to tamper with the mechanism inside the console. I refer, of course, to the kind of tampering summed up in a recent headline in Advertising Age: "Magazines Confirm Cigaret Censorship." There is no surer way for us, as advertisers, to destroy the pipe organ than to attempt to threaten media with economic pressure.

Nor is the fault entirely with the advertiser. Many media representatives are their own worst enemies. To read their letters, one would assume that their magazines, newspapers, networks, etc., are for sale to the highest bidder, or almost any bidder. How often has each of us not opened the media rep's letter which begins, "We know you'll be interested in this evidence of fine editorial support." Thank God, in most cases it is a salesman's bluff, but the implication is still there—"We're for sale."

Suffice it to say that strong, virile, independent media should be a fundamental concern of every advertiser. But more than that, we need not only protect the media we now have at our disposal, we need new media if we are to find berths for those 20 billion advertising dollars in 1969. Were we to turn that $20 billion loose today, where would we put it? And yet there are some disturbing evidences that we may have fewer, not more, outlets for advertising dollars in 1969 than we do today . . .

■ It is a strange paradox that right in the midst of this economy of consumption, the media which play such a vital role in its development, are still fighting the problems of an economy of production. For it is not circulation sales, but production costs, which are giving media a difficult time. They are, in effect, attempting to meet today's business conditions with yesterday's production technology. And as any manufacturer can tell you, this is one fight you can't win. Our media must cross the line, and the sooner, the better.

Let us grant for the moment that our media can lick their internal problems and enter 1969 on a sound economic basis; and I am sure they will, for our media are managed by some of the most astute business men in the country. But given a situation in which rate increases are directly proportional to audience increases, rather than to production costs, does this mean that the advertiser's efficiency problem is resolved?

■ I think not. With $20 billion to spend, the American business man is going to insist that the staggering sum be spent in the most scientific way possible. I think he will approach the problem in much the same way that he approached the problem of production over the past five decades. He will, in short, insist on efficiency. If this sounds constraining to a field noted for its freedom, remember that we are talking about dollars which are perhaps four times greater than he is spending on his plant system in any given year.

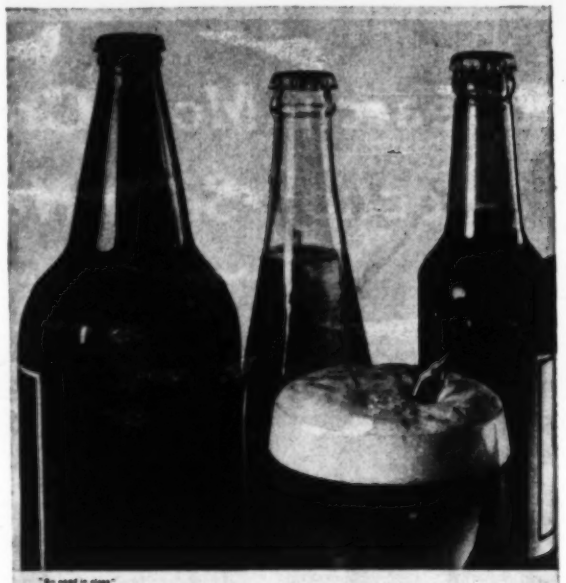
■ The advertiser of 1969 will insist on research. Not necessarily on more extensive research, but more intensive research, which allows room for more acts of judgment as the particular project progresses. He will insist on creativity. Not creativity which is controlled by research—for to control creativity is to hamper it—but rather on creativity which is sparked by and stimulated by research; just as in an earlier day it was sparked by personal experience.

Last of all, he will insist on a scientific approach to media selection. We may well see the time when the media director—and his counterpart within the client firm, the marketing director—is the "industrial engineer" of advertising.

For the day is at hand when the productivity of advertising dollars must be measured just as accurately as the productivity of production dollars; when the question, "What price advertising?" may be answered, "You get more for your dollar in 1969 than you did back in 1959." #

The Creative Man's Corner . . .

How About 'Fine Flavor'?


People who know fine flavor insist on beer in glass bottles–because sparkling glass can't change beer's brewery-fresh appeal.

It was noted in this column quite a few months ago, now, that a trend seemed to be developing in which the art end of printed advertising was gaining ascendency over the copy end.

Not only is copy getting remarkably short, but—as in this Glass Container Manufacturers Institute ad—it seems to matter little whether or not it makes sense.

This message says bluntly, "People who know fine flavor insist on beer in *glass bottles*—because sparkling glass can't change beer's brewery-fresh appeal." Now anybody who buys a particular brand consistently usually does so because he is satisfied that it meets his specification of what beer should taste like. Insisting as the copy does that, if he drinks beer out of a can, he cannot possibly be someone who knows fine flavor does not, to us at least, seem very tactful selling. As for brewery-fresh appeal, nothing short of draught beer, we believe most beer-drinkers will agree, has a brewery-fresh taste.

And what about ease of storage in the refrigerator insofar as cans are concerned vs. bottles? Or simplicity of disposal? Does the Glass Container Manufacturers Institute believe that by not meeting these issues head on they will quietly fold up their tents and steal away?

Why not leave the copy out altogether unless it's going to be used to advance the sale intelligently? #

Employe Communications . . .

Communications and the Community Aid

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

When a communications specialist examines the communications program of a company, one of the questions he most likely asks himself before the study is over is: "How does it happen that this concern is so little known in its plant communities?"

The answer is simple, if you care to settle for half-answers: "The company never tells anybody anything." This often applies to the employe group, and when it does, it applies without doubt to the community.

In Ashland, Ky., you will find the Ashland works of Armco Steel Corp. It employs about 3,800 people and has a million and a half square feet of plant under roof. This doesn't make it a small employer, and it certainly doesn't make it small in Ashland.

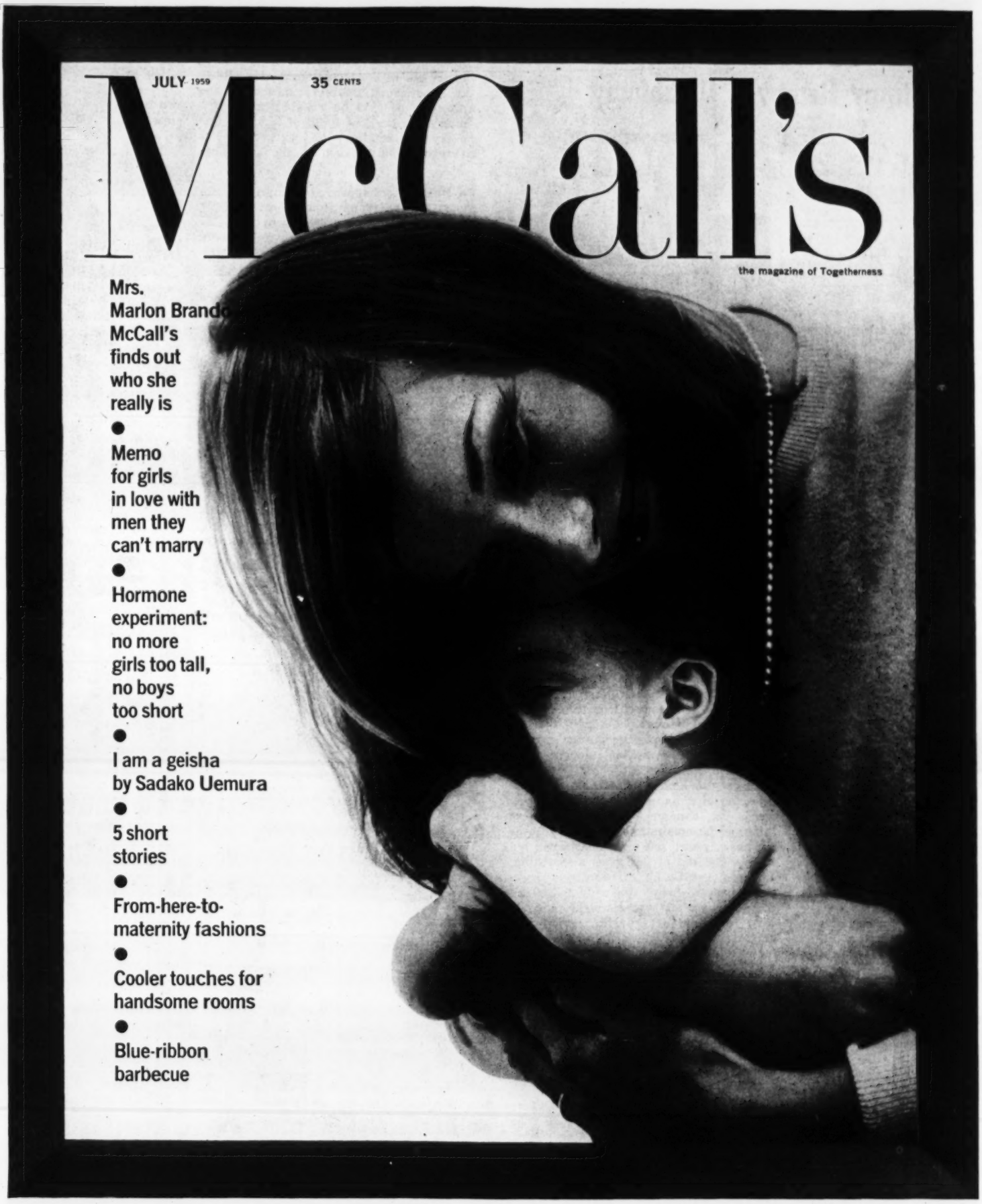
What Armco recognized, quite a while ago, was that Ashland had people the company wanted to get along with. It didn't fall back on the hoary excuse that it didn't manufacture a consumer product, so why worry about local good will? The company took the stand that it was the means of support of an impressive hunk of the community, that the community depended on it, and the better the two of them got along, the better it would be for everybody.

■ Armco extended the hand of welcome physically, through its officials, but it reached out its hand to the whole community for a handshake in print. This was done in the form of an institutional ad in the newspaper each week—a homely, practical little message that told the folks something about Armco. The ads talked product and problems and people.

They saluted customers and told something about them. They told the neighborhood how important the Armco brickmasons are, and the people in the purchasing department, and the inspectors and the employment interviewers. They talked about opportunity for advancement at Ashland works, and group insurance and employe communications and safety. The authors discussed profits and how they come about, and what must be done to insure them. They talked job security and research and the diversification of company ownership.

Armco talked to its neighbors through these ads for 150 weeks, in space that was small but effective. An effort was made to place the ad in the same location in the paper on the same day each week. The company made no formal effort to check scientifically the acceptance of the ads, but by word-of-mouth it had the distinct impression that the ads had made new friends and firmed up a few of the friendships already made.

If we had an advertising agency in a community of small or medium size, we would take a close look at local industry, to see how well (or how poorly) it was describing itself to the community. If it were doing the job poorly, or not at all, we'd try to use whatever influence possible to see that industry got itself known, first through good practice, then through letting the neighbors know about it. When the neighbors don't know much about a company, you may be fairly certain that they don't care much, either. #



WHY THIS ISSUE OF McCALL'S CONTAINS 21 PERCENT MORE ADVERTISING THAN A YEAR AGO

First of all, most of all, it is wonderful to read. Its short stories are the best popular stories published. Its articles are deeply human, deeply personal, enormously alive. Its coverage of medicine and movies, music and marriage, books and television, is thorough—and feminine. Its art presentation has a dramatic dimension.

Its service pages—food, fashion, equipment, personal beauty, decorating—are the most professionally done. Everybody in the business now seems to say so.

Its recent book condensations—the Groucho Marx autobiography, for example, and Fred Astaire's—are merely forerunners of literary events in the offing. As another example, the extraordinary memoirs of one of the most important and controversial men of our century (publication awaiting only the necessary government clearance).

This current issue of McCall's carries 21 percent more advertising linage than a year ago because advertisers are very much aware of what is happening in the women's field.

NO CHARGE FOR BLEED. Effective with McCall's October issue, the 10% bleed charge for black-and-white or four-color advertising will be eliminated. This gives McCall's the lowest cost per thousand for bleed advertising in the women's field.

CIRCULATION HIGHEST IN McCALL'S 89-YEAR HISTORY . . . NOW MORE THAN 5,400,000

From an Art Director's Viewpoint . . .

Lobotomy Removes Dichotomy

LEÇON FRANÇAISE DE L'AUTOMOBILE or how to make your driving fun again. L'ÉCONOMIE: get up to 40 mpg; go on a week-end trip on one tankful of gas; use the savings to buy things you've been putting off!
LA MANEUVRABILITÉ: scoot in, around, through and out of heavy traffic easily, turn effortlessly; only 155 inches (!) of car to park. Le Dealer Network: over 800 coast-to-coast sales, service and parts headquarters, 130 more in Canada. La BEAUTÉ: styled in Paris, made in France; six solid colors to choose from; handsome contrasting upholstery.
LES EXTRAS: very sporty sliding sun roof, Perfex automatic choke, both optional. LA GRANDE DIFFERENCE: EVERYTHING YOU WANT IN A CAR (INCLUDING A 2 CYL PT THAT SIPS AND YET DOES 70 MPH) FOR $1,
Le Car Hop: RENAULT Dauphine

NEW
BURROUGHS F-2000 BUSINESS COMPUTER
IT'S A NEW DIMENSION IN COMPUTER / ACCOUNTING MACHINES WITH: DIRECT COMPUTATION · UNLIMITED PROGRAMMING · RELIABLE PRINTED CIRCUIT COMPACTNESS · 252 DIGIT MEMORY · CARD INPUT · RANDOM ACCESS STORAGE · PRINTED OUTPUT DIRECT TO ACCOUNTING RECORDS · ALL THESE COMPUTER ADVANTAGES AT AN ACCOUNTING MACHINE PRICE
Burroughs Corporation

By Andy Armstrong

Taking off from the known facts about a product—which arrive from as scattered sources as the research department, the fine print on the label, and stuff the client's wife overhears at the hairdresser's—creative people in agencies usually get on the track of an ad by one of two traditional routes. The first, probably the least ulcer-arousing, is to put the selling idea into words, then find a picture illustrating the same idea. The second route, a lot stonier, is to start with a picture that shows the selling thought clearly and surprisingly, then concoct a heading and text to help it along.

Andy Armstrong

Both methods are bound up with the understandable tendency among art directors and writers toward "either/or" thinking. *Either* the copy should be the star performer, with the picture serving as support, *or* the picture should get top billing, with the copy in a minor role as caption.

In these two conventional, safe approaches, the picture may start singing in one key, the copy in another, to set up a discord often ending in divorce. Then the principals settle bitterly for an all-type ad, duller than "Pilgrim's Progress," or an all-picture ad, cute, contrived and obscure.

■ Renault and Burroughs have taken a third route whose merits more advertisers should consider. The car and the computing machine are space-fillers, letting you know what the product looks like—while the *copy* takes over the function of illustration. The words become the graphic material for the selling thought. The words are the artwork.

To get this kind of ad, two people must work as one; an art man who can see words as dynamic, personable, happy things to be manipulated as creatively as patches of paint; and a writer who can see the possibilities of design as a sparkling, animated vehicle for his words.

As proved here, the copy-*as*-picture approach can effect a marriage of color with meaning, shape with sense—producing new effects not conceivable within the old "either/or" philosophy. #

On the Merchandising Front . . .

Food on the Cuff

By E. B. Weiss

In several recent columns I have been making the prediction that the food super will, in time, turn to the credit selling of food. I have premised this prophecy on these simple facts:

1. *All* mass retailing is turning to credit selling.

2. The remarkable spread in bank charge-account plans and bank check-loan plans is part of this vast trend toward "everything on the cuff" and food cannot for long be a holdout.

E. B. Weiss

3. The bitter competition that is developing among the food supers for volume—almost at any price—(today, each new food super unit that opens competes with from five to six established food outlets) must turn food supers toward credit as a selling tool for building more volume on food.

4. Many food supers now offer credit arrangements on some of their big-ticket non-foods—and from this to credit on food is a small step.

I have reported several straws-in-the-wind that, to me, at any rate, suggest that food will once again be retailed on an eat now—pay tomorrow basis (this was, of course, traditional before the 1930s). Here are several additional straws pointing in this same direction:

■ **First**, The Bank of America is the nation's No. 1 bank from standpoint of size. It therefore speaks with great authority throughout the world of finance. The Bank of America has been promoting for some time a credit card program that includes a charge-account plan for retailers. Under this charge-account plan the shopper gets what is called a "Bankamericard" which entitles her to privileges of the Bank of America charge account plan at stores that have enrolled with the bank in the program.

The Bank of America looks upon its "Bankamericard" program as a "universal credit card system." Clearly, this means that, ultimately, it is proposed to enable the holders of its credit card to buy anything, anywhere, any time—on credit.

And that includes food!

As a matter of fact, a recent issue of *Food Business* contained an exclusive interview with a vice-president of Bank of America on this very subject of the retailing of food on credit. The article makes it clear that Bank of America has every expectation of extending its charge-account system to the food outlet.

■ Now it so happens that many, if not most, of the major innovations sparked by food supers have developed originally out on the West Coast. It would seem likely, therefore, that once again the western food supers will pioneer—this time in the credit retailing of food. Certainly, once a number of food outlets are enrolled in Bank of America's charge-account plan, the pressure on other food outlets to follow suit—in one way or another—can hardly be resisted.

Second, I could also point out that in those department stores in which General Foods has installed a gourmet section, the charge-account customer is, of course, privileged to charge her food to her regular charge account. This may lead her to wonder why, when she buys similar foods in the food super, she must pay cash.

Then there are the innumerable non-food outlets that are adding food—a definite marketing trend of substantial size. Some of these are, or will be, making food available through one type of credit or another. And, of course, as I reported in previous columns, a rare food super here and there is letting food be charged.

■ There is also the fact that the food super can no longer claim to be, or pose as, a low-margin outlet. With its food margin requirements now over the 20% margin point (originally the food super required only a 12% margin on food, which means that its food margin requirements have jumped over 60%, with the ceiling still not in sight), the food super must strive for volume at almost any cost.

So the food industry may correctly plan on the assumption that the near-term development of credit selling of food by the food outlet is assured. And once the food outlet sells food on credit—then its entire inventory of non-foods will also be available to the credit shopper.

And that will put just about our entire mass retailing volume on a credit basis. After all, food takes some 25% of the total retail dollar. Autos take another 25%. Autos are now sold, of course, on credit. Food will be. Between the two, some 50% of total retail will be on credit.

Add department store charge accounts, the new credit plans of the variety and drug chains, the credit plans of the hard goods and discount chains, the credit plans of Sears and Ward, the embracing of credit by J. C. Penney, the credit plans of the women's apparel chains, etc., etc.—and it becomes self-evident that (with some notable exceptions) the vast bulk of our total retail volume will be done under one (or several) credit plans.

■ I must add that I do not view this development with alarm. For over 30 years I have heard dire warnings about the future of a nation operating on the cuff. Maybe payday is indeed ahead, but any plan that operates successfully for three decades or more puts its opponents very much on the defensive. #

Salesense In Advertising . . .

Blocks to Effective Communication

By James D. Woolf
Creative Consultant

One day I watched a rather poorly dressed woman examine an electric iron in a hardware store. At last she put it down and turned to leave.

"But, madam," urged the young salesgirl, "this iron is an indispensable device."

"In that case," mumbled the lady, "I'll look down the street for something cheaper."

"Indispensable device" lost the sale. The right words might have saved it.

James D. Woolf

Effective communication is not easy. Said Owen D. Young once to a college graduating class: "Perhaps only 1% or 2%, certainly I should think not more than 5%, of what one thinks or sees or feels can be translated by language to another."

■ Language that is understood dimly if at all by the common run of people is the No. 1 block to effective communication.

Hyperbole and mendacity are, I believe, the second great barrier. Gross exaggeration that challenges the reader's credulity cannot possibly communicate—*effectively*. We do not comprehend what we do not believe.

A third barrier to effective communication is the use of vague generalities for specific facts. That *specific* words, ideas, and propositions are more effective than *generic* ones, is pointed out in every textbook on composition. And yet I know of no principle of copywriting that is so frequently ignored.

■ We think not in generals but in particulars. The copywriter should never let himself forget this great principle of composition. Only by constant vigilance can we teach ourselves to write specifically, for it is so much easier to write in general terms. To write the following is no trick at all:

> "Kreme Macaroni is delicious in flavor, very rich, very light and tender."

But such a sentence communicates very poorly. Note how much more communicative is the following figurative expression:

> "Kreme Macaroni! As tender as the tips of fresh young asparagus, as light as puffy little popovers, as rich and smooth as new creamed potatoes."

■ There is no doubt whatever that concrete terms produce more vivid impressions than abstract ones.

Another block to effective communication is the blind or teaser approach, copy that leads off with such meaningless headlines as "Marion's Secret," "Few Men Know This," "What Would You Do?," etc. I can see no merit in indirect leads of this kind. If the real meat of the subject is so lacking in interest that it is not worthy of being featured in the main lead, the reader's attention will be lost, anyway, the moment he gets into the copy.

■ A fifth barrier is a concept so complex and involved that it cannot be instantly and easily understood. The simpler the core idea, the more communicative it is likely to be. It is difficult to interest the reader in involved and abstruse theories and propositions; thinking is hard work for the great majority of persons; mental inertia is far more common than physical laziness.

Too often the writer begins too far

Buy Boston the way Boston Stores Do

For example — *grocery* stores.

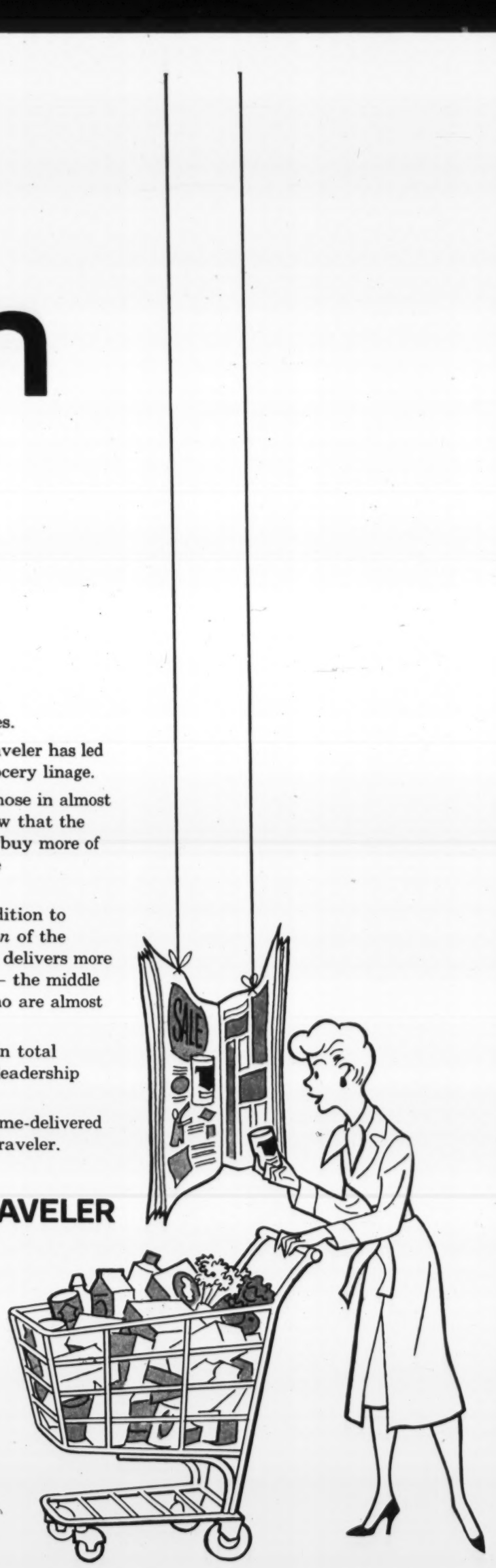
For 21 years the Herald-Traveler has led Boston papers in the retail grocery linage.

Boston food stores — like those in almost all retail classifications — know that the people who have more money buy more of everything, including even the most essential foods.

The Herald-Traveler, in addition to delivering the *largest circulation* of the standard-sized Boston papers, delivers more of the "Upper Two-Thirds" — the middle and higher income families who are almost everybody's best customers.

For 27 years — leadership in total retail linage. For 31 years — leadership in national linage.

Get the best of Boston's home-delivered circulation with the Herald-Traveler.



The BOSTON HERALD-TRAVELER

Gives you the

"Upper Two-Thirds"

Represented nationally by **GEORGE A. McDEVITT CO.,** New York • Philadelphia • Detroit • Chicago Los Angeles. *Special travel and resort representative:* **HAL WINTER CO.,** Miami Beach

back and thus needlessly complicates his presentation. It may be that at times "the longest way 'round is the shortest way home," but this is seldom the case in advertising copy. The shortest distance between two points is a straight line. Nearly always the simplest and most direct form of statement is the most forceful and communicative.

■ A sixth principle of effective communication, in my opinion, is this: statements should be consistent with and held within the scope of ordinary human experience. The ideas, the concepts, the facts, the figures, the examples, the specific instances, the comparisons, and the *words* that are used in the advertisement, should come within the range of average experience. If I am writing a piece of copy for some sort of machine, for example, I cannot communicate clearly by citing the Einstein theory, because that would be outside the experience of the ordinary machinery buyer. I might, however, refer to the law of gravity, or to the fact that the earth is round, and thus make understandable the point in question, for those are concepts that every man understands; unlike the Einstein theory, they are within the scope of average knowledge and experience. The more the writer brings his idea within the vivid experience of the reader, the more likely will he attain his end. #

• • •

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Tips for the Production Man . . .

Around the World in Nine Typefaces

By Kenneth B. Butler

Glancing through the Sunday travel section, as one is wont to do at this time of year, I encountered last night a page containing only two advertisements.

The first shouted "Mexico Is Closer Than You Think Via (Whatever-the-Airline's-Name-Was)" and I felt an unexpected desire to take off South of the Border, Down Mexico Way.

The other proclaimed "Exotic Morocco Waits for You" . . . and I found myself asking "What the heck's so exotic about Morocco?"

■ I re-examined the advertisements. Both had attractive if hardly outstanding illustration; both had cleverly contrived copy which, once read, suggested that the writer really believed what he was saying.

But there was a difference. The headline for the Mexican ad was set in Rudolph Koch's marvelously unorthodox Neuland; the headline proclaiming Morocco's charm was set in Caslon No. 540.

Now I have nothing against Caslon No. 540; in fact, it is one of my favorites . . . used in context. But it is *not* exotic, it is *not* mysterious; it does *not* suggest a hidden oasis and sun-bleached houris, and it did *not* create in me a desire to see Morocco.

■ What display type would have achieved this purpose? Well, I can't be positive, because I saw only the face which failed, but I have a hunch that Bauer's Legend would have. I think ATF's Civilite would have. Or Deberny & Peignot's Ondine. All three have a romantic flavor that sends your mind soaring back to Beau Geste, the Casbah, Scheherezhade, the Arabian Nights (yes, I know I'm whirling all around the Mediterranean like some dervish, but I think all have a quality in common).

In fact, when you get right down to it (and let's), there are very few locales on this globe of ours which can't be described—or at least hinted at—with an existing typeface.

Let's start with the English countryside: Well, I don't know about you, but every time I see Fry's Ornamented (Stephenson-Blake), I automatically picture a crossroads tavern, with coach and dogs.

■ Athens? Well, certainly there can be no doubt what Robert Foster had in mind when he designed Pericles for ATF. And, by the way, why don't we see this exquisite face more often?

Rome: Augustea Inline (manufactured in Italy by Nebiolo and distributed in this country by Amsterdam-Continental) will whisk you there in a second. So, too, will the Goudy-Hess collaboration, Hadriano Stone-Cut (MacKenzie & Harris).

Paris: Peignot or Jacno, both issued by Deberny & Peignot, have that avant-garde mixture of caps-and-lower case, so expressive of the Left Bank, the sidewalk cafes, the kiosks.

London: Try the English Monotype company's Albertus. It's regal, it's dignified, and maybe just a bit stuffy, and, above all, it has a sturdy foundation, and reminds me of Westminster Abbey, Buckingham, and Big Ben.

DESCRIPTIVE HEADLINES—*The use of Neuland (A) helped to promote the advertiser's message; but (b) Caslon No. 540 lacked the romantic flavor suggested by the subject matter, which might better have been expressed by a face such as (c) Legend. Some other typefaces capable of describing specific locales are (1) Fry's Ornamented: the English countryside; (2) Pericles: Athens and Greece; (3) Augustea Inline and Hadriano Stone-cut: Rome; (4) Peignot: Paris; (5) Albertus: London; (6) Greco Adornado: Madrid; (7) Paris Flash: Africa; (8) Sapphire: Switzerland, and (9) Astur: the South Seas.*

■ Madrid: It's been many years since we first met Greco Adornado, but no one since has been able to create a more descriptive blending of the fiery and the historic.

Deepest Africa: The designer, Crous-Vidal, calls his face Paris Flash, but it looks like lions and tigers and savage shields to me. (Amsterdam-Continental distributes it here for the French FTF foundry.)

■ Zurich and Lake Geneva: There seems to be a yodeler hiding behind every character in Hermann Zapf's Sapphire alphabet, with its dainty snow-flower pattern. (Amsterdam-Continental distributes it for Germany's Stempel.)

How about the South Seas? Simple. Try FTN's Astur (also available through A-C), with letters which appear to be bent from tropic woods.

I could go on and on, but these are all the stops my two-weeks vacation permits me.

On the other hand, I'm not really sure I'll ever get started if you continue to try to seduce me with Caslon No. 540 . . . it might make me curl up and read a book, but it will never send me zooming around the world. #

Agencies Ask Us . . .

Agencies and Television Commercials

By Kenneth Groesbeck
Advertising Agency Consultant

"We find ourselves somewhat up a tree," writes a Michigan agency, "to meet the increasing demand for television commercials, especially spots. This is certainly a highly specialized creative form, and one which is beyond the capabilities of the average copy department. Should we buy these on the outside and if so, how do we charge for this type of service? Or, should we put on special writers for this job? If we do try to handle this ourselves, inside our own organization, what suggestions can you give us to help us turn out material which will be really effective in this difficult, expensive, and crowded advertising area?"

Kenneth Groesbeck

Well, that's quite an order, friend. I agree with you as to the specialized and difficult nature of tv. If you have only occasional demands for television commercials, and you do not have within your own organization writing talent capable of doing an effective job, by all means buy them on the outside from specialists. Since the concern with whom you deal will already have put on a high markup on its salary expenses in charging you, your own bill to your client can only carry the 17.65% markup on your costs, customary in order to net 15%. Otherwise your charges will be out of line.

■ As to the alternative you suggest, of employing television writers and including them in your copy department, you will not be able to afford this unless you have enough tv billing to keep these specialists busy—and they get plenty.

If it is at all possible, I would like to see you develop, on the part of your principals or your copy people, your own creative tv abilities. There should not be too great a step between the planning and writing of advertising for space and that which fits radio and television. Yes, granted it is show business. Yes, granted the competition is terrific, the pressure intense, the expense so high that time limitations force us to do something very effective indeed in order to register under these handicaps. But isn't it possible? And isn't it good policy for the agency to develop these new abilities, in order to meet new demands? I think so.

■ Actually, because of the difficulties we have been talking about, there are not too many really good tv commercials. I have a feeling the general average of excellence is below that of the older and more familiar forms of advertising. So the agency which determines to excel in this field will find the door wide open for originality and sound promotional thinking.

Louis Cheskin feels about this even more strongly than I do. In his new book, "Why People Buy," he points out shrewdly that while movie theaters are good places in which to show commercials, you seldom or never find in them the same commercials as are on television. Theater managers are too smart to allow such irritating material to be shown. They know that people pay for tickets in order to be entertained, and they are definitely of the opinion that bad commercials would diminish their captive audiences.

The two fundamental requirements for success which hold good for other forms of advertising exist, perhaps even more so, for television. These are of course: that the message must *penetrate*—and that it must *convince*.

■ As compared with the time allowed for mind penetration in space advertising, television, especially the 10- or 20-second spot (actually 8 and 18) forces us to work very fast indeed. This, you might say, is glance impact only, so it had better be good.

Penetration is best achieved by the clear presentation of any situation pertaining to our health, our self preservation, or the building up of our pride or our self esteem, motives closely allied to life preservation itself.

The job is pre-eminently an emotional one. Unless favorable emotions are immediately enlisted in order to effect penetration, the receiving mind lies passive and uninterested. I am speaking here, of course, of consumer products and services such as form the bulk of television advertising, and not of technical products which have their own media and their own audience in, for example, business papers.

■ The favorable emotion of *amusement* is one frequently employed in television. This accounts for the spate of more or less cute cartoons. When good, they work. Unless excellent, they fall horribly flat. There are few more difficult accomplishments than that of being funny, so most of the antics encounter only Queen Victoria's famous "We are not amused."

Remember that laughter is definitely the sign of an important emotion. But to work for laughs alone is not enough. The relished amusement must have something to do with the product. It must be strongly identified with it. "I remember the gag, but I don't know what it was selling," is a frequent result of concentrating too heavily on amusement alone. The famous Piel Brothers are amusing—but wisely, they are always amusing about beer.

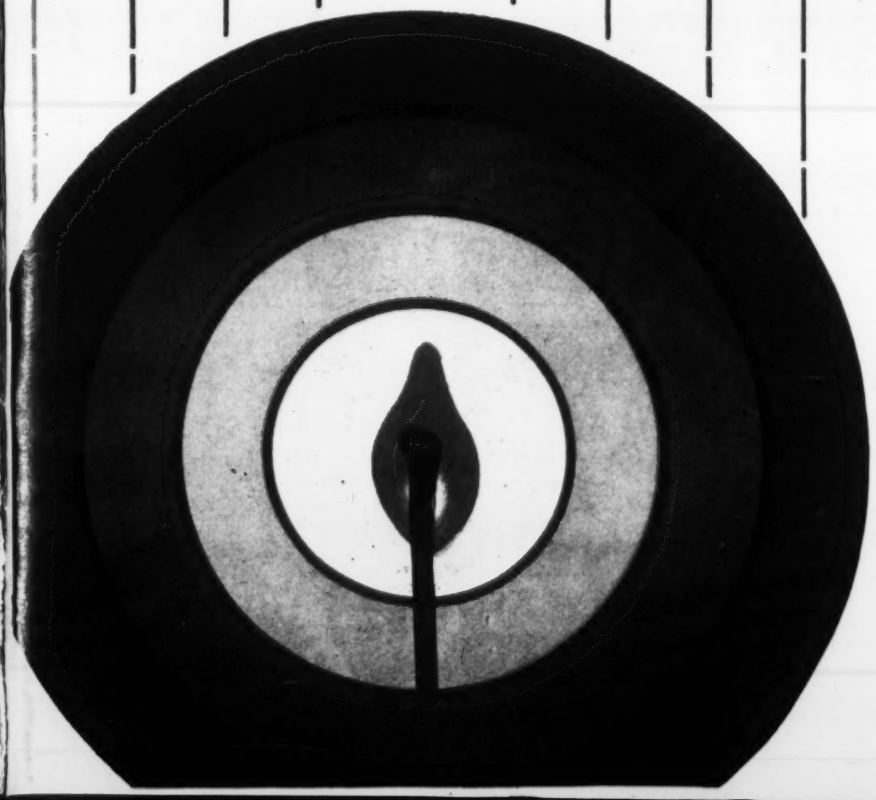
■ I suspect, although I cannot prove it, that men are more susceptible to amusement than are women. Most of the products advertised to women on television have to do with their personal beauty and success, or the welfare of their homes and their children. These are

Infrared is not advertised—but it's a hot button for the electronic design engineer. This 128 page issue discusses techniques, measurements, materials, and components . . . furnishes a climate of reader interest to stimulate action and response.

If you make the tubes, components, semiconductors, or parts that go into making an electronic end product; the materials to fabricate these parts; the wire, hardware, or connections to assemble them; or the test equipment to test their performance—*Electronic Design* will work hard for you. More than a magazine, *Electronic Design* is a selling force!

Your electronics advertising will be *read* in *Electronic Design*.

ELECTRONIC DESIGN



IR

First of a Series of Articles on Infrared Starting This Issue . . . . . page 22

deadly serious matters to women. You joke about them at your peril.

You can be, and you should be, emotional, however. Pride in her home is an emotion to the woman. So are her husband's admiration, and the welfare of her children. Hit these sure fire penetration channels emotionally, and you will have a chance to register, even in a few fleeting seconds.

This requires great knowledge of human nature. It is completely impossible to fake. Either you know instinctively what will click and what will not, or you are out of luck.

■ I give you, for example, the Amsco Sponge Cloth 20-second spot on tv (Curtis Advertising Co., New York). Here the action for the first ten seconds consists of a young husband in apron washing the dishes while his wife dries; the pretty girl wife snatches a kiss: he drops the dish with a crash. Woman's voice-over says "Look who's washing the dishes—bet he's a good husband—and he's using Amsco Sponge Cloth—Oops!" (crash).

Do I need to tell you the kindly, amused, and affectionate reaction of the woman viewer to this home situation? The last eight seconds of the commercial show product uses and the package, with man's voice over in strong sell. The crash is of course a device to insure memorability.

You will note that this commercial penetrates emotionally both by means of human interest and by amusement. If it has any weakness, it is in the strong sell on the product which concludes it.

Motivation research, delving into the viewer's reaction to tv commercials, reveals intense irritation, actuated by high pressure tactics, exaggerations, evident lack of appreciation of the viewer's intelligence, plain silliness and palpably false statements.

Contrarywise, the commercial which is interesting, important to the viewer's welfare, amusing while being relevant, and which is courteous enough to confine itself to soft sell, is welcomed with appreciation and relief.

Pressure from clients to sell hard and by means of facts and figures to which the consumer is largely indifferent is one reason for the low standards prevailing in the television field of advertising. Agencies will do clients a real service if they will try to educate them to these facts of life. Otherwise, like the voice from the wings in old-time vaudeville: "Work a little faster, kid—they're walking out on you!" #

Doctrinal Dicta from Dichter . . .

'Action' Research, Aimed at Decision-Making, Seen as Dominant in the 1960s

Albert Shepard, executive vice-president of the Institute for Motivation Research, of which Ernest Dichter is president, recently outlined "eleven new directions for unified action research in the 1960s" for a marketing management and research conference of Johnson & Johnson. They are presented here because they emphasize the direction in which one important research organization is urging advertisers to move.

• **1. The design of research, from the very start, should be focused on decision-making, on answers rather than just on problems, on testing out which alternative actions are likely to be most effective.**

Research in the '30s and '40s developed for *describing* the market—who does what, when, where, how often. Motivation research in the '50s developed valuable tools for *diagnosis* of "why." *Action research* in the '60s needs to combine the best of *descriptive* research tools and *diagnostic* research tools and to add new *therapeutic* research tools, techniques for analysis and testing out of *"what to do about it."*

Research needs to probe for and measure the *intensity* and the *degree* of motivating forces as they actually express themselves in brand decision at the *point of purchase.*

• **2. Develop and employ batteries of techniques for multiple validation.**

Select and combine the most effective and efficient tools from statistical, motivational and operations research, specifically tailored to meet the problem-solving needs of each project.

• **3. Utilize a team of specialists.**

Guard against individual over-simplification, tendencies to see the consumer as only an "economic man," or only an "emotional man." Teams of psychologists, sociologists, statistical specialists, marketing specialists can help research understand the complex motivating forces at work among consumers, how they inter-act, and which are decisive in affecting purchase behavior for a given brand.

• **4. Probe for root causes, not just surface symptoms.**

Conduct and analyze all the evidence to search out the levers that can motivate change in brand image and brand preference.

• **5. Endeavor to match or approximate the focus of reality,** the real setting within which a new product or a new package or a new appeal will be perceived.

Guard against misleading results from asking direct questions in an artificial setting that may overlook key factors that operate in the realistic setting in which the consumer buys or does not buy.

• **6. Search for the factors of uniqueness in the specific marketing strategy of each brand.**

Define and move from the major sources of brand strength as these are perceived by users and non-users; this can help the brand stand out in the competitive climate, and help make its advertising more appropriate and believable.

• **7. Probe for and search out key competitive weak flanks,** the Achilles' heels of other brands, the latent grievances that your brand can turn to advantage.

• **8. Identify significant market targets and segments.**

Guard against being misled by simple "majorities." Study and analyze the reason for and the possible market importance of all significant psychological minorities, or significant differences between heavy users and light users, etc.

• **9. Help discover genuine unsatisfied needs in each product field.**

Guard against what consumers feel may be "gimmicky," "frivolous" obsolescence. Make contact with consumer daydreams, in terms of new uses, new forms, improved and new product development.

• **10. Analyze and anticipate changing trends in the market.**

Conduct systematic, continuing pilot studies on the changing word-of-mouth climate about your brand, competitive brands and the whole product field. Watch for changing social or cultural trends that can affect purchase motivations on individual products.

• **11. Organize full participation of researchers in the executive marketing councils for each brand.**

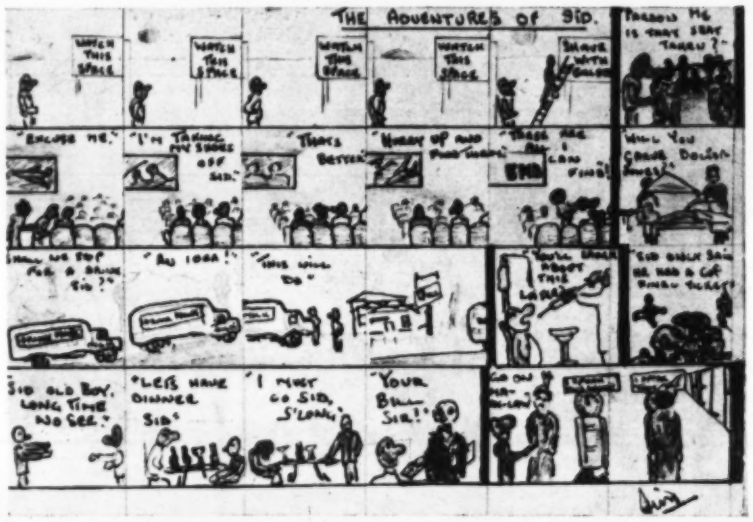
Organize the researcher's participation and responsibility for working on integrated implementation of research findings. Prepare research reports that provide springboards, guides to action, rather than just "score cards on past errors" which fail to provide guides to more effective action in future ads. #

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson

The importance of legibility

By special permission of a London, England, AA reader



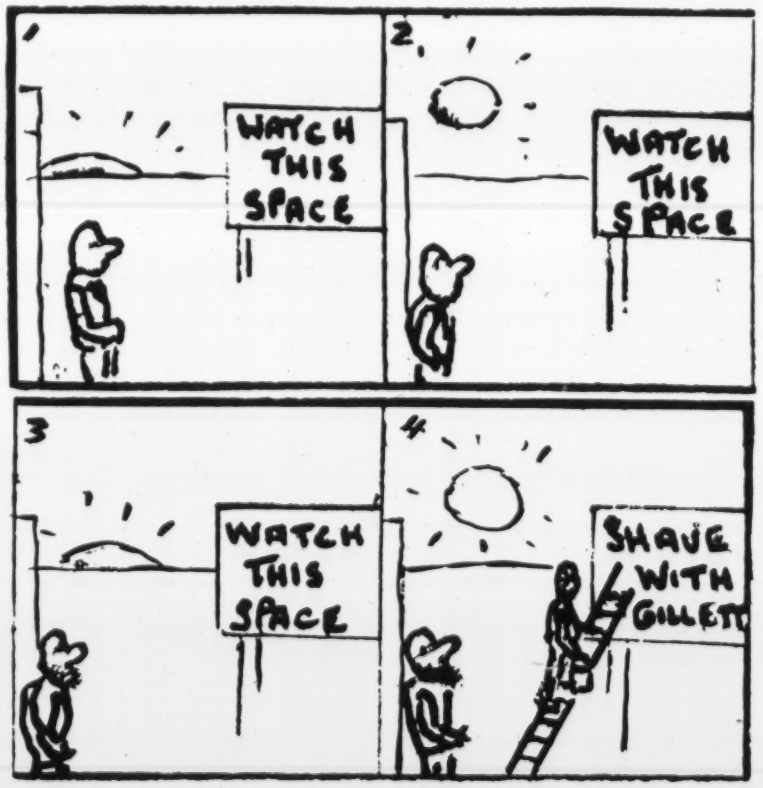
Legibility impaired by putting too much in small space

Last summer, J. M. Clissold (61 *Osterley Park View Rd., Hanwell, London W.7, England*), sent me his comments on a Drawthinks column he had found while thumbing through a copy several months old. (Good old multiple exposure.)

In our subsequent correspondence, he forwarded to me the little cartoon ideas shown here, not much bigger than this cut.

It is called "The Adventures of Sid," and most of the gags are excellent (see blowup below). But the English editor to whom he submitted them would have needed a handy magnifying glass to appreciate the delicate and subtle humor. Mr. Clissold was happy to get my suggestion and tells me he is now working on a more legible scale. You, too, will help yourself and the art dept. by not crowding too much information on your roughs into too small a space.

If you think this is too basic, you're working in a smooth environment. Don't shop around.



Blowup of one of the cartoon gags by J. M. Clissold, London, England

LIFE households buy MORE LIPSTICK than the top brand sells

Lips that touch lipstick are found in LIFE households—and in great numbers. Even the biggest selling brand doesn't sell enough in a year to supply these LIFE lipstick buyers.

The fact is: a single ad in LIFE goes to some 15,300,000 U. S. households accounting for 45¢ of every dollar spent on lipstick. Remember, that's just one ad in one issue.

Make that 6 issues, and this spending power in LIFE households builds to over 75 cents of every dollar. And that is a lot of lip rouge.

It's also a tremendous opportunity for selling. And it's going to be even bigger. Why?

Growth is a fact of LIFE, too. In the last quarter of this year, LIFE's bonus to advertisers will be 400,000 over its present rate base of 6,000,000 copies a week. And next year—when lipstick, mattresses, toilet soap, automatic washers and so many other products will be selling at all-time highs—LIFE's circulation base will be at an all-time high also—6,500,000 copies a week.

BIGNESS IS A FACT OF LIFE

The Greatest
SELLING FORCE
in French Canada

LARGEST VOLUME
of RETAIL — DEPARTMENT STORE and
TOTAL DISPLAY ADVERTISING of ALL NEWSPAPERS in CANADA

LA PRESSE
DAILY AND ROTOGRAVURE

HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES, INC.

Independent Stations Use More Feature Films—Up to 70 Hours Weekly, NTA Reports

NEW YORK, July 14—Feature films are more likely to be heavily used by independent stations than by network affiliates. Feature film use rises with the number of television stations in a market. Most stations run from six to ten feature films a week.

These are some of the highlights of a survey of feature film use by television stations made by NTA International, in which 300 stations —or 54.2% of the stations in the U. S.—were participants.

Although the use of feature films may run as high as 45 in a week, most stations use six to ten, and program 10 to 20 hours a week. Some stations—three—said they carried feature films from 50 to 70 hours weekly.

Independent stations averaged 21 feature film telecasts a week, for an average time total of 36 hours —or about 38.3% of their total telecasting.

Affiliated stations averaged 9 feature films, for an average weekly hourly total of 15, or 13.7% of total telecasting.

■ The heaviest markets in feature film use are New York and Los Angeles—30.2% and 26.8% of air time respectively. It was indicated that as the number of stations in a market rises, so does the use of feature films.

The survey also shows a fairly large bloc of stations using comparatively little feature film: While the largest bloc of stations (106, or 35.3%) used six to ten films a week; 67, or 22.3%, used one to five films a week. Similarly, 129, or 43%, used 10-20 hours a week, but 78, or 26%, used one to nine hours a week. In both instances these were the second largest blocs of stations. On the other hand, nine stations programmed from 41 to 70 hours a week with feature films. #

Fields Buys Lowen Placement Operation

NEW YORK, July 14—One of Madison Ave.'s favorite trade jokes will require changes. For years, admen have approached crucial conferences with a gag about looking up Walter Lowen's telephone number—from now on it will be Jerry Fields' Jobs Unlimited.

Jerry Fields

Jobs Unlimited bought out the 39-year-old Walter Lowen Placement Agency, and the Lowen office in the Graybar Bldg. will be closed.

In 1957, Mr. Lowen withdrew from the business, saying he would devote his time to management consulting and writing. Ruth Lowen Laguna, his daughter, continued to operate the agency until it was sold.

Mr. Fields, 41, started his business 12 years ago with Eleanor Forin, whom he subsequently married. He had previously been an Air Force public relations officer and a copywriter. #

Naegele Names Cassels Exec VP, Boosts Hayes, Brengle

J. Douglas Cassels has been named exec vp and general manager of Naegele Outdoor Advertising Co. of Wisconsin in one of three personnel shifts made by Naegele Advertising Companies, new company formed to succeed Continental Outdoor Advertising, holding company for the 11 Naegele companies operating in various parts of the nation. Mr. Cassels has been with Naegele since 1956 after serving with General Outdoor Advertising.

William M. Bayes, vp of Naegele Outdoor of Wisconsin, was promoted to a staff position with the parent company. He will serve as an advisor, coordinating operations for the 12 Naegele plants. Dean R. Brengle, Milwaukee account executive, was transferred to Naegele Outdoor Advertising Co. of Missouri to assume additional sales duties in the St. Louis market.

10th Ad Music Contest On

The American Music Congress, Chicago, has set Jan. 21, 1960, as the deadline for entries in the 10th annual advertising music contest. Awards for the most effective use of music as a theme in advertising will be awarded about April 15, 1960. Any advertising, except ads for musical instruments or services, is eligible.

How a deep-sea sportsman gets action fast

z - i - N - G ! The blue marlin are suddenly striking! And an ardent angler needs his big reel overhauled fast. He rushes it by AIR EXPRESS to True Temper Corporation for a quick check-up . . . and AIR EXPRESS gets it back again for deep-sea action with a minimum loss of time. Cost of this amazing shipping service . . . reel maker back to Gulfstream sportsman? Only $6.59 for 15 lbs., Philadelphia to Miami (1020 air-miles)! Other rates similarly low. You too can land business anywhere in the U. S. when you . . . think FAST . . . think AIR EXPRESS first.

AIR EXPRESS

CALL AIR EXPRESS, DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

KODAK HULA SHOW
10
SOUVENIR EDITION
HONOLULU STAR-BULLETIN
PROGRAM

HULADAY—*This four-page souvenir edition of the Honolulu Star-Bulletin serves as a guide to the Kodak promotion.*

Kodak Hula Show Is Tourist Fixture, Sells Films, Too

HONOLULU, July 14—Twenty-two years ago Fritz B. Herman, of Kodak Hawaii Ltd., Eastman Kodak subsidiary in the islands, had a public relations idea.

He decided that most of the thousands of tourists who visit Hawaii were looking for pictures, and that some of the most interesting, such as those of hula dancers, were not readily available, because dancers appeared principally in shows put on by hotels and night clubs.

He felt that Kodak could do a good turn for camera fans by making it possible for them to get good photographs and movies of this kind in daylight, and with suggestions as to how to get the best results from their efforts.

■ That was how the Kodak Hula Show was born. It has been so successful that it has been going ever since, and this year it is playing to an audience of 2,500 to 3,000 twice a week. Tourists flock to Kapiolani Park, and occupy a grandstand in front of which the dancers put on their acts.

Mr. Herman, who is now vp and general manager of Kodak Hawaii, says the show has not only served its purpose as a valuable pr plan, but has also created substantial business.

The 1959 schedule calls for shows twice a week, on Tuesdays and Thursdays, during the months of June, July and August, which are the peak of the Hawaii tourist season. #

North American Van Lines Buys 'Bridge' on ABC-TV

North American Van Lines, Fort Wayne, Ind., will sponsor "Championship Bridge with Charles Goren" (ABC-TV) Sunday afternoons on an alternating week basis, sponsoring 13 of the 26-week half-hour series. Biddle Advertising, Bloomington, Ill., has the account.

The new series will be aired for the first time Oct. 18. Producer of the series (AA, Jan. 26) is Walter Schwimmer Inc., Chicago tv film producer.

G. A. Phillips Retires

G. A. Phillips, former director of advertising of Cluett, Peabody & Co., New York, has retired from advertising duties, after 48 years with the company. He joined the company in 1911 as assistant to the advertising manager and was appointed director of advertising in 1953. After an extended vacation Mr. Phillips will assist the vp in charge of the Arrow domestic division on special assignments. Mr. Phillips has been succeeded by Russell Ziegler (AA, June 8).

B&B Names Pooler International Head; Adds Four to Staff

Charles A. Pooler, senior vp in charge of administration of Benton & Bowles, New York, has been placed in charge of international operations with responsibilities for the Toronto office, London and affiliates in Paris and Brussels. Mr. Pooler, who joined the agency in 1941, also will be responsible for further foreign operations development.

Benton & Bowles also has appointed William J. DiBello a copy group head, Paul L. Field a television producer and Kenneth D. Harris an art director. Mr. DiBello formerly was with Young & Rubicam and McCann-Erickson; Mr. Field was with N. W. Ayer & Son and Mr. Harris was with Anderson & Cairns. Dr. Robert D. Buzzell, assistant professor in the department of business organization, Ohio State University, has joined B&B on a special summer assignment with the media and media analysis, research and personnel training departments.

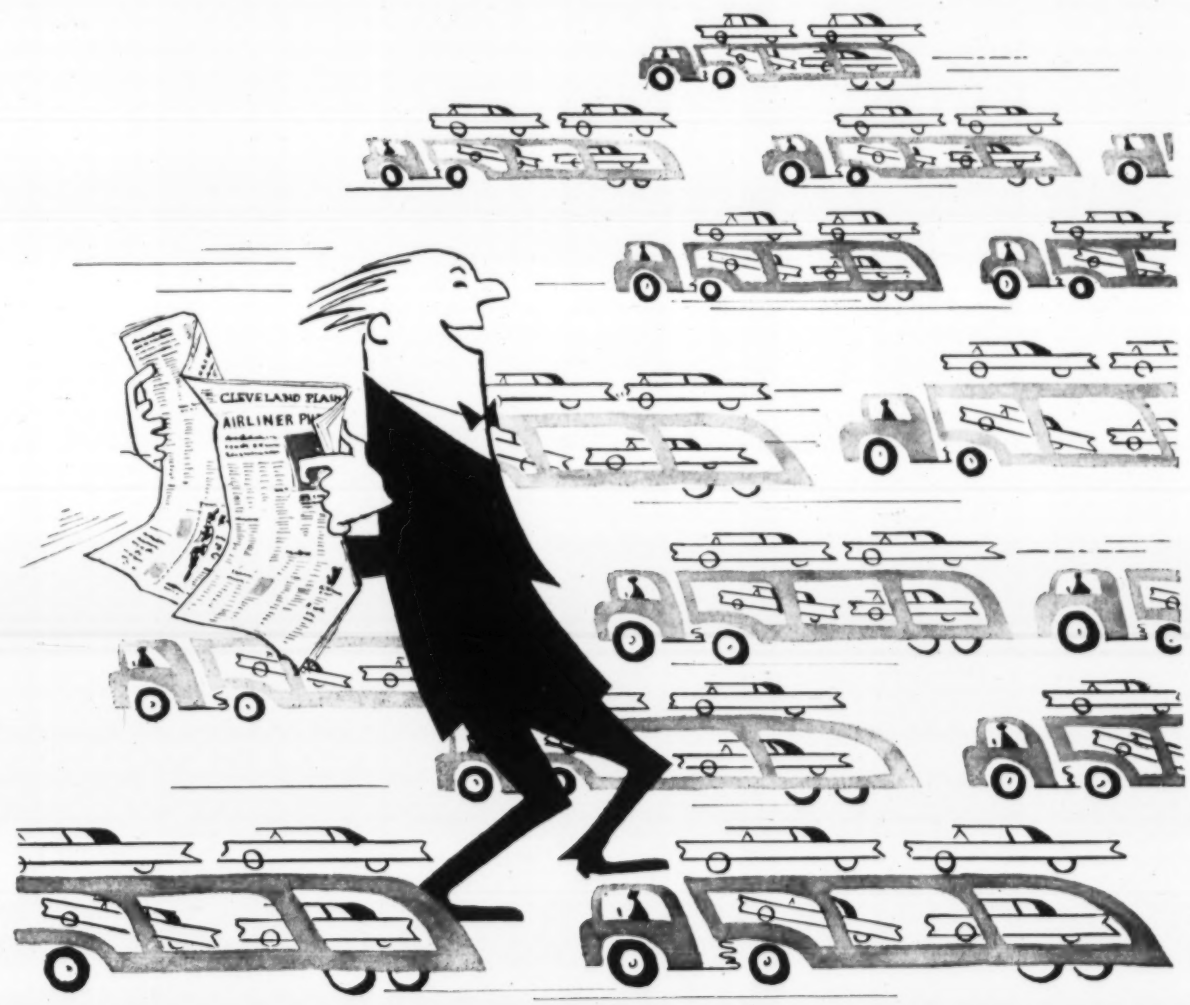
First C-E Fellow Graduates

Culver Eisenbeis, copywriter at Campbell-Ewald, has been awarded a Certificate in Advertising by the University of Michigan after completing two years of study under a fellowship sponsored by the agency and the university. He is the first student to complete the course under the joint fellowship.

TV Billings Top $260,000,000

Network television gross time billings exceeded $260,000,000 in the first five months of 1959, an increase of 9% over 1958, according to the Television Bureau of Advertising.

Hold Everything Billionaires of Tomorrow
ORIGINAL GIMMICKS
Novel gimmicks make friends, influence sales—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1¢ to $1.00 or more. Gimmick mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 2, Illinois.



WHATEVER YOU SELL YOU CAN
SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

'Life's' Slicing of Space Gets 'Absorbing Attention'

To the Editor: I read with delight Joseph O. Wilson's leg-pulling letter (AA, June 29) in which he took good-natured issue with Andy Armstrong's analysis of a horizontal half-page ad by Auto-Lite in a recent issue of *Life*. (Mr. Armstrong had contended that the ad, featuring Auto-Lite sparkplugs, had been somewhat overshadowed by a dramatic photograph of a submerged car appearing in the adjacent editorial half-page space.)

With pen in hand and tongue in cheek, Mr. Wilson spelled out a masterful spoof to assure Mr. Armstrong that his agency (Grant Advertising, Detroit) was protected against such alleged "makeup mayhem" by special clauses in its space contracts. In the process of describing these "fine print" provisos he blandly asserted, among other fancies, that it was standard practice for *Life*—and other magazines—to submit layouts of editorial material facing a scheduled ad and to permit cancellation without penalty if the makeup failed to meet the agency's approval. Further, in a burst of double-talk that sounded like Casey Stengel explaining Standard Rate & Data listings, he soberly maintained that for any ad in a series the agency "was billed a proportionate part of the space rate in direct ratio to the readership attained." Hallelujah, the impossible!

It was an adroit and disarming piece of straightfaced whimsey which I thoroughly enjoyed. But my appreciation of Mr. Wilson's talent for deft hoodwinking faded into a faint feeling of dismay when I realized that some might regard the fiction as fact. Indeed, a few of my media friends did call to ask if I were out of my mind for offering such fantastic "escape" clauses in *Life's* space contracts. Apparently they had missed Mr. Wilson's two-line disclaimer at the end of his letter admitting that he was stretching credulity, that his "tongue was getting cramped—gotta try the other cheek."

For the record, let me assure all our advertising friends that Mr. Wilson's imaginative assertions about space contracts are as implausible as they are amusing. Our advertising requirements and specifications remain the same as listed in *Life's* latest rate card.

In any case, the small teapot tempest this episode has brewed would seem to support a pet conviction of mine: No matter how you slice the page—vertical or horizontal—advertisements in *Life* get lively, absorbing attention.

Clay Buckhout,
Advertising Director, *Life*, New York.

• • •

'Farm & Ranch' Tells of 'Agri-tising' Publishing Setup

To the Editor: Your June 1 front page story "Magazines Turn to Split-run Publishing" was interesting but incomplete in that Advertising Age didn't mention *Farm & Ranch*—the most flexible of all magazines.

Farm & Ranch now serves the sunbelt of agriculture, coast to coast—20 states from Delaware to California. Within this framework of states we are more flexible than any other magazine.

Farm & Ranch was the *first* and still the *only* farm magazine that publishes subscriber editions based on crop lines, not state lines. This completely new concept, "Agri-Area Editing," was started by *Farm & Ranch* more than two years ago. Editorial content is matched to type of farming areas, regardless of state boundaries. Just as we change editorial material to match the major interests of farmers and their families, advertisers can likewise change copy to match products to the market—not by states, but by type of farming or crop areas. This extra dimension which an advertiser receives by changing copy to match "Agri-Area Editions," we call "Agri-tising."

In addition, advertisers can change copy by states—20 times if they so desire. And finally, advertisers can buy single states or any group of states or any one or combination of one or more "Agri-Area" editions.

We do not believe this kind of flexibility and split-run availabilities can be matched by any magazine today.

A prime example of how "Agri-tising" works is the case of Deere & Co. in the January, 1959, issue. Deere changed copy in a spread five times—matching products to crop areas. I am enclosing tearsheets of the five John Deere ads appearing in the January, 1959, issue of *Farm & Ranch*.

Paul D. Seabrook,
Director of Editorial Relations, *Farm & Ranch*, Nashville, Tenn.

• • •

'Pigs Is Pigs,' Seems Like

To the Editor: Mr. Altman's response to my letter printed in AA's June 8 issue is quite interesting.

For his information, both butter and margarine are classed as oils: the former is an animal oil and the latter a vegetable oil. Therefore, the headline, "Would a Good Mommy Use Oily Margarine Instead of Pure Butter" is ridiculous.

I don't think that Mrs. America should feel guilty about saving on her weekly budget by buying margarine, especially since it is just as nutritive as "the high priced spread."

The fact that other media are accepting this type of advertising does not necessarily mean it is good. I think that stressing the positive reasons for buying butter would benefit everyone.

If this is an example of "gutsy" advertising, I can do without it.

Fred G. Ronai,
Assistant Dean, Columbia University Graduate School of Business, New York.

• • •

'Vitaminized' Is Energized

To the Editor: I couldn't resist sending you the enclosed photo.

Evidently, there are some latent qualities in Northern tissue that have been hidden from the American public.

The "Softness is Northern" copy line and illustration of the "Renoir-type" little girl had been blown off

the board by some very strong winds which hit the east section of Salt Lake City last week. A local dairy poster had previously been posted on the board.

I nearly lost control of my car the first time I noticed the nature-revised ad and thought a photo of it would be the only way of verifying to anyone its existence.

Francis E. Peek,
Account Executive, Harris & Montague Inc., Salt Lake City.

• • •

Stripped In—Wow!

To the Editor: Your complete coverage of the Cole Swimsuit story (June 15) was a delight to read—particularly to one involved in the sober side of advertising—pharmaceuticals.

However, your last paragraph really has me wondering. If the nude model was shot alone on Fire

TOBACCO AND RICE—*Two of five copy changes by John Deere—one addressed to rice farmers, the other to tobacco growers—which demonstrate how ads in Farm & Ranch may be localized along crop lines.*

Counter attack. Work hours for these chorus girls go well past the bedtime of most Chicagoans. But even when the girls finish the "swing" shift, hundreds of other workers are still at full swing. For one, the man behind the coffee counter here. For another, Superior's night staff, forty-five men strong, carefully turning out SUPERIOR ENGRAVINGS for sure next-morning delivery.

For Superior Service, Superior Quality . . .

call SUPERIOR now!

215 WEST SUPERIOR STREET, CHICAGO 10, ILLINOIS

CHICAGO'S FOREMOST PHOTOENGRAVING AND OFFSET PLATEMAKING PLANT

SUPERIOR ENGRAVING COMPANY
CALL
NIGHT
DAY
SUperior 7-7070

I...and, why was she then stripped in with the others? Sounds a bit risque to me!

Regina S. Brown,
Advertising Manager, *The Osteopathic Profession*, New York.

• • •

Pabst Is Here—1959

To the Editor: Advertising That Doesn't Ring a Bell Department.

From this Pabst ad: two questions. 1. Why has Pabst fooled me for oh, lo, these past 50 years? I am disturbed over the fact that I

must have been drinking some imitation beer, not Pabst!

Question 2. With sputniks, television, *et al*, hasn't the brewing industry kept pace? I should hope brewing methods had improved over those of 50 years ago. Let's go back to gas lighting!

Gil Bourdon,
Nashua, N. H.

• • •

Thanks to a Critic

To the Editor: May I express my thanks to R. M. Van Brundt, advertising manager, Zenith Radio Corp., for his criticism of one of our past advertisements (Voice, June 8).

Knowing how busy an executive Mr. Van Brundt is, we appreciate his taking the time from his heavy schedule to comment on our advertising and hope that he will continue to give us the benefit of his thinking.

George Price,
Advertising Manager, Acousticon International, Division of Dictograph Products Inc., Jamaica, N. Y.

• • •

'Where the Fun Starts'

To the Editor: In looking at the enclosed General Motors advertisement which appeared in the June 29 issue of *Life* magazine, I can't

help thinking that the real "fun" is already starting—the service manager showing the car owner his bill (lower left).

Clifford Hood,
Richard A. Foley Advertising Agency, Philadelphia.

Comments on Selling People to Sell Each Other

To the Editor: I have just been reading the July 6 ADVERTISING AGE. On Page 12, under "The Editorial Viewpoint," you state: "Why has the Volkswagen done so well with practically no promotional push?"

I would say there has been a great deal of promotional push; how about the GIs that invaded Germany and returned with a Volkswagen and by word of mouth bragged about them and inadvertently sold them like crazy.

This kind of advertising cannot be bought, but the Swiss did come close by soliciting the American GIs to visit Switzerland and at a pretty low price. Our Swiss guide (back in 1948) said the GI tours were worth more than millions of dollars worth of advertisements. And I, for one, advise anyone I know visiting Europe by *all means* to visit Switzerland.

Hows about that—selling people to sell each other. Remarkable feat if you can do it.

Frankly, if it were not for the GI going abroad in droves, I'm not at all sure the small car market would be where it is.

Thanks for letting me have my say.

Maxine Manthey,
Colorado Springs, Colo.

• • •

'Clearly Put,' Reader Says of Hobbs' Speech

To the Editor: I enjoyed Whit Hobbs' article in the July 6 issue of ADVERTISING AGE. Very well done; very clearly put. We've circulated our agency copy of AA and someone claimed the article.

I'm working on a book and would like a tear sheet of that article. Could you please send one?

Donald F. Vieweg,
Copywriter, Horton, Church & Goff Inc., Providence.

•

'Hobbs Is Right'

To the Editor: Whitman Hobbs' article on surprising them in the '60s is, by far, one of the finest critiques on the business of advertising that I've read in many a day.

While I sit in my cubicle and ponder I cannot but think; he's right!

John Maher Lillis,
Copywriter, Standard Accident Insurance Co., Detroit.

• • •

Liquor Ads Are Spinach to This Observer

To the Editor: Who dreams up them there national liquor ads? The plaster of Paris hand full of hooch? The bulldog poised by the open glass? The feller in the opera hat bowing against the same old red and yellow drapery? The old horse with the large white rump?

Kind of gets your saliva flowing, don't it? Gets you all choked up, hey? Inside?

Well, sir, I don't get it. Personally I have no more inclination to reach for a glass of any of that stuff than I would for frog wheatcakes or owl toothpaste.

I can appreciate the image of a gauntleted glove that offers its chosen mead, but why in plaster? Why not rich and flavorsome mahogany or mellow oak? Memorable symbols, okay, but why not symbols that hint of both gentility and lip-smacking flavor?

A few of the liquor ads hit it, but doggone few. And at X dollars per national page, it gives a fellow pause. I presume they researched the genius behind all of those tasteless ideas—just sorry that none of them research fellers ever check with the common people like me. I think they're spinach.

Mel Freedman,
Director, Newsstand Merchandise Service, New York.

NATIONAL ADVERTISERS

Want more coupon response from your ads? This 37 year old advertising agency offers you real knowledge of pulling copy appeals, unusual media strategy and tested selling methods.

Martin Advertising Agency, 15 E. 40th St., Dept. 78, New York. LE 2-4751. Est. 1923. Member: A.A.A.A.

How to put in a full day's work
...*before breakfast*

Quaker Oats has to get its work in before breakfast or it's too late. So Ad Director, Robert Macdonald, developed a philosophy anyone can use—"Do it now! Do it yesterday! But don't put it off until tomorrow!"

It's a formula that looks to the future and, for that reason, leads very naturally into selling more than just *product*.

Develop a personality.

Mr. Macdonald feels that incorporating public interest messages in product advertising is an excellent way to prepare today for tomorrow.

"It helps develop a friendly, likeable corporate personality," he says. "And this is just as important as building a favorable franchise for consumer product. A favorable corporate image makes it easier to get credit in financial circles, to attract reliable personnel and makes our own shareholders and employees feel that their company is unselfishly interested in the nation's welfare."

"And," adds Mr. Macdonald, "do it now, or it will be more difficult later."

What was done?

Mr. Macdonald asked his top management to get behind the Advertising Council . . . to incorporate Council public service projects in all advertising of Quaker Oats products.

Figures from October '56 through January '59 show how massive the program has been. Newspaper circulation carrying Quaker Oats ads in support of Council causes was 130,585,940; magazine circulation, 244,713,016; home impressions on TV and radio were 259,357,600 on network programs alone.

You can benefit, too.

You can help your company build a more favorable corporate image. Include Advertising Council drop-ins in your regular advertising; use a Council advertisement instead of "Compliments of a Friend" in your yearbook advertising; see that Council campaign posters are on bulletin boards in all your offices and plants.

The advertising materials—reproduction proofs, newspaper proofs and mats, posters, copy for radio and TV spots, etc.—are free. The current campaigns are:

Aid to Higher Education
Better Mental Health
Better Schools
*Crusade for Freedom**
Forest Fire Prevention
*Red Cross**
*Register, Contribute, Vote**
Religion in American Life
Religious Overseas Aid
Stop Accidents
*United Fund Campaigns**
*United Nations**
U. S. Savings Bonds

*Not year-round campaigns

For more information send in the coupon below, or call the Advertising Council branch office nearest you. Branches in Chicago, Los Angeles and Washington, D. C.

THE ADVERTISING COUNCIL, INC.,
25 West 45th Street,
New York 36, New York

Please tell me how to tie in with the Council.

NAME _____

COMPANY _____

ADDRESS _____

Globe-Girdling Parke, Davis Team Assures Factual 'Great Moments' Ad Series

DETROIT, July 14—Success and praise, even surpassing compliments on earlier series of similar nature, are coming to Parke, Davis & Co.'s current new institutional public relations and advertising campaign, centered on reproductions of oil paintings depicting "Great Moments in Medicine," according to George A. Bender, director of institutional advertising for the pharmaceutical company.

Full color and short copy combine with the reproductions, aimed to "deepen the public's appreciation of the medical profession and emphasize the company's part in helping to discover, develop and distribute better medicines," Mr. Bender said.

Since publication of the first ads of the new series last January, the company has received some 1,500 letters—only three unfavorable. Many requests for reprints were among them, and much of the mail has been from physicians, pharmacists, nurses, teachers, students, individuals admiring the artistic aspect, persons in other countries, and foreign embassy officials.

The latter's interest is understandable, since gathering background for this series and its predecessors (which have been carried on by Parke, Davis since 1951) has carried its researching author and artist far across the world.

Mr. Bender is the writer on the series and teams with Artist Robert A. Thom, of Birmingham, Mich., in producing the ads.

■ Mr. Thom is now on his way to Europe for research on still another new series. He will be joined there by Mr. Bender later in the summer. At the start, when Mr. Bender's general duties were less expansive, and he was acting as a company publications editor, they were almost constant companions on these searches, which have reached to almost every corner of the globe where even rudimentary healing or surgery has been practiced.

The most recent series is titled "The History of Medicine." The original series, called "The History of Pharmacy," included 40 paintings, at the rate of about one every two months. About an equal number is in the second. The scope of the present one has not yet been determined.

"Research leads from one subject to another," Mr. Thom once said. "We find in our studies suggestions in other lines we did not even know about when we started."

ARTIST AND EDITOR—*Robert Thom, of Birmingham, Mich. (right), artist who painted the Parke-Davis series on medicine, and George A. Bender, who directed the series, admire a completed picture.*

Idea for the second series, on medicine, originated in 1953, although the first medical picture was not published until January, 1957, in "Therapeutic Notes," a monthly medical journal which Parke, Davis has put out for the medical profession since 1894. This house organ has the distinction of first publication of each of the paintings and stories, which later appear in many other forms.

The many other uses to which the works have been put include:

- Sets of six art prints, together with story sheets, suitable for framing, and developed each year for distribution to physicians.
- A booklet reproducing the illustrations, with simplified and abridged stories, prepared each year for use in physicians' waiting rooms.
- A small booklet developed for distribution in connection with exhibits.
- A full-color window display prepared each year for use in windows of retail pharmacies.
- Institutional advertising, through a proof-pad for Parke, Davis salesmen and easel cards for display in retail pharmacies, special advertisements in medical journals, prints and story sheets for response to requests from students, teachers and the general public.

In addition, many of the pictures have been requested for use as covers on medical journals, medical school annuals and the like.

So accurate are the factual presentations, due to the lengthy and diligent research, that they have been rarely disputed after publication, and have been requested as illustrative material in medical colleges.

■ Widespread display of the original paintings has been made at medical and pharmaceutical conventions of various sorts. It is estimated more than 1,000,000 persons have viewed various groupings of the paintings over the years. Not all have been given the broad, national general reproductions being utilized in the current 1959 program on "Great Moments in Medicine," however.

Scope of the research has been painstaking and time consuming, but highly interesting, Mr. Bender said.

In connection with a showing of 15 of the canvases at a convention of the American Academy of General Practices, in San Francisco, he said:

"Primitive medicine is a timeless thing. It existed 10,000 or more years ago, and it still exists today, in some parts of the world. We thought it would be easy, and picked the Navaho sand painting ceremony.

■ "We went first to Santa Fe, N. M., and then to Gallup, N. M., to begin our research. Mr. Thom was able to visit the hogan of an actual Navaho medicine man to discuss with him the various aspects of the scene. The 'singer' or medicine man, also arranged for various members of his family to pose in position within the hogan as shown in the actual painting.

"Then, a second trip back to New Mexico was necessary to confirm certain missing details. Still some doubt arose on certain aspects and only after back-tracking across the country to check these points with Dr. Leland C. Wyman, recognized Navaho history expert at Boston University, were we

TREPHINE—*The third painting in the Parke, Davis series shows a first century Peruvian surgeon opening the skull of a living patient with knives, a crude plant narcotic, cotton and bandages. Assistants immobilize the patient and a priest seeks supernatural intervention.*

memo:
Who BUYS?
In the hotel-motor hotel field, the manager makes over 88% of all buying decisions.
8154 hotel and motor hotel managers read
THE HOTEL MONTHLY
105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

Buy MEMPHIS —Get MORE!
Complete Metropolitan Coverage
Plus—58.4% combined daily family coverage of the 61 major towns (excluding Memphis) in the 76-County Memphis Market.
Memphis Gives You More!
Latest MEMPHIS MARKET INFORMATION
File-size 12-page booklet gives population, income, sales and circulation coverage information in easy-to-read form. Write to Promotion and Research Department.
MEMPHIS MARKET INFORMATION THE COMMERCIAL APPEAL MEMPHIS PRESS-SCIMITAR
THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Announcing 4th Annual Circulation Seminar for Business Publications
August 12-13, 1959
THE Pick-Congress
Completely air-conditioned
CHICAGO

MOUNTAIN CHANT—*Parke, Davis' fourth in its series of paintings shows a moment in the ceremonies of the nine-day Navaho mountain chant. The patient is given draughts of various herbs by the medicine man.*

satisfied. It took some 13 months of elapsed time and more than 15,000 miles of travel before this painting was cleared, and we thought it was going to be the easiest."

Mr. Bender said the first 15 paintings in the history of medicine series required interviews with 100 persons, checking of 75 special references, and one six-week trip to Europe.

■ Mr. Bender handles the research for all of the caption and story material for the pictures, while Mr. Thom searches for correct clothes, models, hair styles and the like.

Chief advisor on medical history has been Dr. Erwin H. Akerknecht, professor and director of the Institute of the History of Medicine & Biology, University of Zurich.

Much of the research work for the picture, "The Code of Hammurabi," based on ancient Babylon, depicting a scene where a patient is seeking to claim damages against a physician before the king, was done at the Oriental Institute, in Chicago, with aid of Dr. Leo Oppenheim and his associates. Models were a group of Syrians in Detroit.

The agency handling the series for Parke, Davis & Co. is Young & Rubicam, Detroit. #

SAVE $ SAVE $ SAVE

Lowest Cost Duplicating Service MAGI-COPY Office Copy Machine Owners! Photostat Users! Need 3—4—6—10—15—20—25—50—100 copies? Low as 7c per copy. No machine to buy—we do it all. Just send us what you want copied, we do the rest. Mail orders welcome. Write or call for FREE price list and information.

ALFRED MOSSNER COMPANY
108 W. Lake St. Chicago 1, Illinois
Phone: FRanklin 2-8600

Sioux City Newspapers
Sioux City Construction UP 16%
Sioux City Bank Clearings UP 24%
Sioux City Livestock Receipts UP 20%
PLANT YOUR ADVERTISING IN THIS FERTILE FIELD!
Siouxland — Sioux City, Iowa's 48-county trade territory — is the land of the "green thumb". Everything grows abundantly here, RETAIL SALES INCLUDED! And why shouldn't they? A $1,208,310,000 effective buying income plus the dominant coverage provided by Sioux City's daily newspapers make a mighty fertile selling field.
SIOUX CITY, IOWA AGAIN A HIGH SPOT CITY IN APRIL — Sales 19.6% over the nat'l. avg. (Sales Management)
Sioux City Sunday Journal
SIOUX CITY JOURNAL-TRIBUNE
The Sioux City Journal
The Sioux City Journal
JOURNAL-TRIBUNE
National Representatives — JANN & KELLEY, INC.

Two-day seminar, August 12-13, helps you and your staff keep pace with the latest, most effective BUSINESS PAPER CIRCULATION TECHNIQUES AND METHODS

The Seminar is the only national circulation meeting for business papers.

It is a once-a-year opportunity for your circulation director and his key assistants to get together with circulation people from all over the country —to compare notes, to exchange ideas, to observe the latest systems and methods of fulfillment, direct mail promotion, circulation management.

Seminar classes are headed by experienced circulation men and geared to everyday activities—a practical, down-to-earth, two-day session.

A few typical subjects to be discussed:

What Records Do You Provide Management? How do you keep management posted on your circulation department activities? What special records do you keep for yourself?

Systems and Procedures of Subscription Order Fulfillment . . . a round-up of several different systems used by business paper publishers.

How To Save Money On Your Direct Mail Promotion . . . a discussion of special techniques and little tricks that often end up in big savings.

A Review Of Classification And Verification Methods . . . always a problem to any audited publication . . . here are the methods used by aggressive circulation managers to get the needed information.

How To Manage A Circulation Department . . . what are the important things you should or should not be doing to make your circulation department operate most efficiently.

How To Test Direct Mail . . . What are the pitfalls that make many tests inaccurate . . . what are the things a circulation manager should watch for in making tests?

The Art Of Writing Direct Mail Promotion . . . a discussion of the principles and finer points of writing effective business paper subscription promotion.

Fulfillment Equipment—What's Available?—a round-up of every practical type of equipment now available, or on the drawing boards, which can be used to address subscription lists and provide circulation statistics.

United States Post Office Consultation Center—an informal table staffed by postal experts . . . ask specific questions about your mailing problems —and get the *right* answers!

Audit Bureau Of Circulations Consultation Center—top staff men from the ABC will be on hand for two full days to answer your questions.

Business Publications Audit Of Circulations Consultation Center—experts from the BPA will be available constantly to discuss with you BPA procedures or policies.

Verified Audit Circulation Company Consultation Center—another two-day informal center of information about VAC auditing methods and policies.

Gallery Of Tested Business Paper Circulation Promotion—browse through this display of mailing pieces, letters, cards, envelopes, forms, etc. to get ideas for your operation.

Chicago Circulation Round Table Consultation Center—expert circulation directors will head this informal table throughout the Seminar to discuss your specific problems.

Commercial Exhibits—a complete display of the latest types of equipment and services for efficient use by business papers.

Free Field Trips After Seminar—conducted by members of the Chicago Circulation Round Table to see various subscription fulfillment systems.

SPONSORED BY

ADVERTISING PUBLICATIONS, INC., publishers of Advertising Age, Industrial Marketing and Advertising Requirements, **in cooperation with: CHICAGO CIRCULATION ROUND TABLE • CHICAGO BUSINESS PUBLICATION ASS'N • MAIL ADVERTISING CLUB OF CHICAGO** • AUDIT BUREAU OF CIRCULATIONS • THE ASSOCIATED BUSINESS PUBLICATIONS • BUSINESS PUBLICATIONS AUDIT OF CIRCULATIONS • PUBLICATIONS MANAGEMENT MAGAZINE • DIRECT MAIL ADVERTISING ASSOCIATION • NATIONAL BUSINESS PUBLICATIONS, INC. • NATIONAL CIRCULATION ROUND TABLE • SUBSCRIPTION FULFILLMENT MANAGERS ASS'N.

4th Annual Circulation Seminar Officials

Chairman—Myron A. Hartenfeld, Circulation Director, Advertising Publications, Inc., Chicago • Program Chairman—Stanley C. Roy, Circulation Director, The Office Appliance Co., Chicago • Program Committee Members—Myron A. Hartenfeld, Circulation Director, Advertising Publications, Inc., Chicago; Walter Nohstadt, Jr., Circulation Manager, The Modern Hospital Publishing Co., Chicago; John H. Reardon, President, Publisher's Circulation Service, Chicago; Mel Sorenson, Business Manager, Christian Life, Chicago • Commercial Exhibits Chairman • William Howat, Circulation Director, The Haywood Publishing Co., Chicago • Program Arrangements Chairman, John H. Reardon, President, Publishers Circulation Service, Chicago.

MAIL YOUR RESERVATIONS TODAY

CIRCULATION SEMINAR FOR BUSINESS PUBLICATIONS
200 East Illinois Street, Chicago 11, Illinois

Here's our check for $_____ covering _____ reservations (*list attached*) at $20 per person for the Fourth Annual Circulation Seminar for Business Publications to be held at the Pick-Congress Hotel in Chicago on August 12 and 13, 1959.

The $20 per person charge covers all Seminar Sessions, the Two-Day Consultation Centers, Promotion Gallery, Products on Display, two Luncheons and Cocktails.

My Name _____ Title _____

Company _____

Street _____

City _____ Zone _____ State _____

Make check payable to: Circulation Seminar. If your plans change, your money will be refunded.

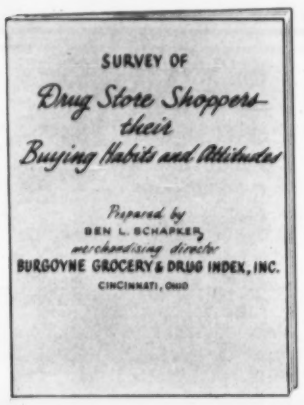
THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

We happened upon an interesting piece of Americana the other day, while looking at a very old edition of the *Nelson County* (Kentucky) *Record*. In the early 1800's, a gentleman by the name of Wattie Boone (cousin of Daniel), operated a very successful flour mill in Bardstown, Kentucky. And, it seems at this time there was an ambitious young man working at the mill. Now, Wattie Boone took a real liking to this young man because of his enterprising nature. So, when the young man's family moved to Indiana, Mr. Boone was mighty sorry to see him leave. In fact, Wattie Boone was quoted as saying, "That boy is bound to make a great man and if he goes into the flour milling business, he will be the best in the land." Sure enough, the young man finally did make good. The boy's name, you ask —Abraham Lincoln, no less!

* * *

If you luckily ordered a copy of last year's Survey of Drug Store Shopping Habits, then you know how important and informative a document it is. This year's Survey—ready for distribution about August 1st—is of even greater interest, not only to owners and operators of drug stores, but also to national drug product advertisers and their advertising agencies.



Where and why consumers prefer to buy items usually found on drug store shelves (but also available in other outlets) . . . frequency of shopping . . . why consumers prefer one store over another . . . what they don't like about certain stores . . . the doctor's influence on shopper's selection of a store to fill prescriptions . . . the degree to which shoppers regard the druggist as a professional man—these and many, many other considerations are covered in this second annual Survey of Drug Store Shopping Habits—prepared under the direction of our able Merchandising Director, Ben L. Schapker.

* * *

Your copy of this Survey will be sent by Pony Express for one dollar (let's be honest—we're trying to recoup part of our cost) attached to your letterhead and sent to the address below.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Lay Curran Lewis Tope Harwood
Mikula Freeman Jordan

CHARTER OFFICERS—*Charter officers and directors of the new Arizona Industrial Marketers chapter of the Assn. of Industrial Advertisers are installed in Phoenix by John Freeman, president of the national group. Roy Jordan is the first president of the new group; Robert Lay is vp; Floyd Lewis, secretary-treasurer. Directors are Rita Mikula; Richard Curran; Richard Tope, and Elk Harwood.*

Agency Should 'Harass with Inquisitiveness,' Hicks & Greist's Skoog Tells Macaroni Men

NEW YORK, July 14—Hungry young men who aren't afraid to say no are among the assets an advertiser should expect to find in his agency, according to Charles V. Skoog Jr., president of Hicks & Greist.

Mr. Skoog made these comments in an address before the 55th annual meeting of the National Macaroni Manufacturers Assn., held aboard the Queen of Bermuda, en route to New York.

"I think your agency should harass you with their inquisitiveness, because in so doing, they will be seeking the facts they need to do the best job possible for you," he said. "Your agency should want to learn all about your distribution, your warehousing setup, sales quotas, market penetration, product acceptance, production, past promotion, trade deals —in short, everything."

He urged the macaroni men to be frank with their agencies about their weak points.

"If you insist on keeping this type of information private—if you feel your business is too confidential to tell your agency about, if you don't bring all your doubts and fears out into the open—you are asking the agency to fight your battles with one hand behind its back. Not only is this an expensive thing, but you are also wasting a lot of the good creative talent which most agencies can place at your disposal."

■ The advertiser should certainly expect his agency to make a profit, Mr. Skoog continued, "just as you would expect fair prices from your own customers."

"The most important thing," he continued, "is that you should expect your agency people to know when to say no to you. They should have the courage and plain self-respect to fight for what they think is a right approach. I say this because in this business of advertising the man who pays the bill is not always right. Many times the client is too close to his own business to know what will work best."

He urged the advertisers to look for different kinds of people in their agencies.

"The best agencies, it seems to me, run a kind of 'round table' of people. About the only thing their people have in common is mutual feelings of respect for each other. Otherwise they come from different backgrounds, have different experiences and abilities—are curious, eager and expectant, or maybe cautious, methodical and slow-moving."

■ Minor personal irritations, "like the way a man parts his hair," should not affect objective thinking, the speaker cautioned. He concluded with a list of questions for advertisers to ask themselves about their agencies. Among them:

- Do you define specific objectives to your agency?
- Do you let agency people talk directly with your most successful salesmen?
- Do you give complete, accurate data to your agency?
- Does your advertising department "sell" the agency to your associates?
- Do you avoid asking "non-professionals," like your wife or mother-in-law, to pass critical judgment on advertising?
- Do you listen to your agency?
- Do you give the agency enough time and avoid needless pressure?
- Do you pat the agency on the back once in a while? #

Mages Sporting Goods Co. to Enter Mail Order Field

Mages Sporting Goods Co., operator of 13 stores in Chicago, will enter the mail order catalog field with the completion of a large fall catalog of 10,000 items ready to mail next month. The new catalog will list a full range of merchandise, about 60% of it outside the sporting goods field. This is the first time Mages has gone outside of the sporting goods field, with the exception of the sales of the German made Prinz and Izetta cars initiated in its stores this past spring, Irving Mages, president, said.

Whirlpool Promotes Upton

Stephen E. Upton has been named advertising and promotion manager of Whirlpool Corp.'s Utility division, St. Joseph, Mich. He succeeds John W. Benson, who was appointed assistant national advertising manager. Mr. Upton joined Whirlpool Corp. in 1955.

Ad Commission Gauge Out

Paul S. Morton Engineering Service, Kalamazoo, Mich., is marketing an ad commission calculator that works like a slide rule and figures out commission rates—17.65% for production and 15% for space commission. The calculator is available for $2.50 from Morton Engineering Service, 5131 Meadowlark Lane, Kalamazoo.

Thermometer Names Jeffcott

Robert A. Jeffcott has been appointed to the new post of marketing director of Thermometer Corp. of America, Springfield, O. Mr. Jeffcott was formerly an account executive and merchandising director of Fuller & Smith & Ross.

Cupiccia Joins 'Miami News'

Louis A. Cupiccia has joined the *Miami News* as sales promotion manager. He formerly was circulation manager of West Virginia Publishing Co., Morgantown, W. Va.

D.C. Savings-Loan Units Drop Stricture Barring Dividend Ads

WASHINGTON, July 14—Savings and loan associations here used newspaper ads to tell about their 4% dividend rates for the first time last week, as the District of Columbia Savings & Loan League abandoned a long-standing "agreement" against the use of copy mentioning dividend rates.

Several associations had ads in the July 9 *Washington Post*—within hours after a meeting of the league voted to discard the advertising restriction, which was part of a code of ethics adopted in 1954. The action came after two important league members resigned and announced that they would no longer comply with the advertising restrictions.

■ Until recently the association had 28 members. W. Frank Morrison, exec vp of First Federal Savings & Loans Assn., the first to resign, said his board "felt that the public was entitled to know what our current dividend rate is." Similar sentiment was expressed by Charles L. Norris, president of Home Building Assn., which also resigned.

The code permitted publicity on dividend rates when it is mailed in individually addressed envelopes, but barred similar ads in newspapers, radio, tv or billboards. Members of the league supporting the restriction said they have felt it was better to stress the services they offer rather than the return. Recently, most banks here have been strongly promoting a 3% return on savings accounts, and savings and loan associations have raised their dividend to 4%. #

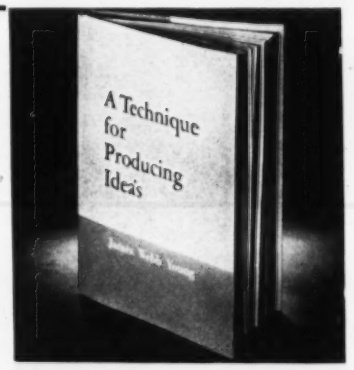
PLAGIARISM

THE COPYRIGHT LAWS OF THE UNITED STATES (Condensed) ARE FREE TO YOU UPON YOUR REQUEST.

A "must" for authors and writers, playwrights, publishers, lecturers, songwriters, etc. Published in the interests of an informed America by this agency. No obligation! Write today! Entirely free!

LITERARY AGENT MFAD
Dept. AA, 915 Broadway, N. Y. 10, N. Y.

A Technique for Producing
IDEAS



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

"Attention Book Department."

World Trade Boom Forecast at Market Confab

(Continued from Page 1)

JWT economist said: "As people move up in income groups through increased productivity they do not automatically take on the same concepts of a standard of living as those who already are in these better income groups. There is a 'habit lag' based on past training and experience, or often 'class' barriers.

"Advertising is a powerful force in overcoming or shortening this habit lag."

To help move the products in the expanded markets of 1969-70, Mr. Johnson said, U.S. ad expenditures may have to reach between $17 billion and $22 billion. Total advertising in Western Europe, he said, might expand to between $12 billion and $15 billion.

■ Arthur C. Nielsen Jr., president of A. C. Nielsen Co., warned the conference that persons who open in foreign markets sometimes erringly pursue the same marketing policies as they use in the U.S. because they see similarities in overseas markets.

"The successful company," he noted, "starts by saying it knows nothing about the other country, and uses the research approach to find out all it needs to know."

Mr. Nielsen pointed out 15 major errors U.S. marketers make abroad:

1. Failure to adapt the product to the market.

2. Failure to gauge underlying differences in custom, religion, etc.

3. Failure to exploit markets in the proper sequence (and avoid countries where excessive facilities already exist).

4. Failure to enter potentially profitable markets due to personal repugnance to political institutions.

5. Failure to build a strong management of nationals.

6. Failure to appreciate differences in the connotation of words (especially important in labeling, ad copy, etc).

7. Failure to understand differences in rules for advertising, (such as which claims can be made, and which cannot).

8. Failure to achieve a domestic personality or image (through advertising and public relations).

9. Failure to understand and weigh correctly the relative importance of retailers and other intermediaries in the distribution of the product.

10. Failure to grasp the consumer's attitude on the relationship between price and quality.

11. Failure to appraise properly the degree of acceptance of the competitive system (controls and price fixing are accepted in some countries).

12. Failure to pay due attention to the various pertinent government regulations.

13. Failure to insulate the business from arbitrary acts of government (such as building a local plant to avoid high tariffs).

14. Failure to invest funds for the long pull (by not plowing back profits for advertising and sales promotion, for example).

15. Failure to provide for an adequate flow of information to and from the parent company.

■ Another speaker, Frederick E. Spence, exec vp of Grant Advertising, also warned of the necessity of getting complete information on a foreign country before marketing there. He suggested that advertising agencies with foreign offices can gather the information for their clients.

He added that it is unwise to try to change habits or customs of a group too quickly, noting that an educational advertising campaign is sometimes necessary in a country before an important product will sell there.

■ Giving advice to foreigners planning to market in this country, Fairfax Cone, chairman of the executive committee of Foote, Cone & Belding, urged the use of advertising, as opposed to merchandising.

"One of the things that makes the American economy different from any other," he said, "is the fact that a very large per cent of the purchases . . . are made in supermarkets, by virtue of self-help, and only advertising and merchandising have any great effect on consumer choice."

As a result, he said, in-store choice is largely the result of preselection due to advertising or other reasons, or the result of merchandising within the store—displays, pricing, couponing, etc.

While retailers and chains can do effective merchandising, he added, national and regional brand advertising "is in the manufacturer's hands."

■ "He advertises on a large scale that is important for the retailer because the latter has neither a large enough community of customers nor a large enough potential of customers, and the economics of reaching many people at low cost is the basis of the success of advertised brands," Mr. Cone said.

Deals, contests and other merchandising tactics look cheaper and seem to work faster, he said. "The trouble is, however, that once the retailer is in a position to combat them in his own selfish interest, the glamor is likely to end in very serious disillusionment for the national manufacturer or distributor. Faith in advertising is much more apt to be rewarded over a long period of time."

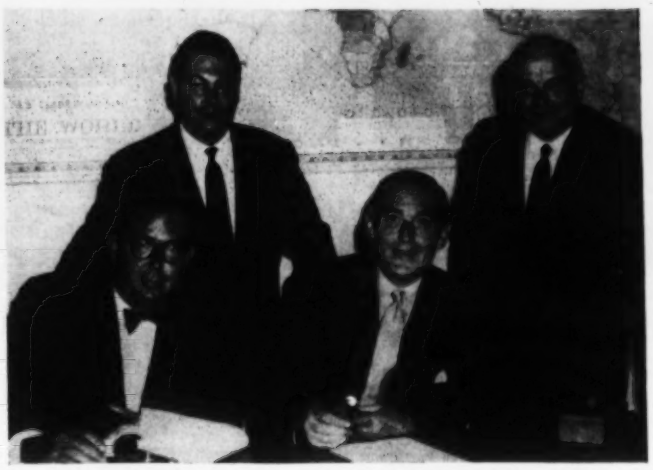
■ Henry Kearns, assistant secretary of commerce for international affairs, told the group that a protectionist policy designed to isolate the U.S. market from foreign goods is "an illusion. The price of so-called 'self-sufficiency' would lead to higher prices for our domestic customers, waste and dissipation of our material resources, limitation and curtailment of our management, labor and capital, and, in general, the stunting of our economic growth," he said.

The three-day world marketing conference, sponsored by the Chicago Assn. of Commerce & Industry, was held in conjunction with the Chicago International Trade Fair, which celebrates the opening of the St. Lawrence Seaway. #

E. J. Brach & Sons Plans Fall Candy for Dessert Campaign

E. J. Brach & Sons, Chicago, is planning a new "candy for dessert" promotion which will be launched in the fall. Three one and one-half page color ads are scheduled for October and November issues of *Life*, plus full color page ads in 60 newspapers. Each ad will feature Arlene Francis, stage, screen and television star. Point of sale and display material will be offered to dealers.

Also included in the promotion will be the offer of an authentic Paul Revere dessert bowl, created by Reed & Barton, for $2. The silver-plated bowl will be available to the consumer for less than half its retail value, Brach says. Tatham-Laird, Chicago, is the agency.



Reeves Metcalf Hobson Douglass

ANGLO-AMERICAN MARRIAGE—*Posing for this wedding picture in London are Rosser Reeves, board chairman, and James Douglass, exec vp, of Ted Bates & Co., New York, with John W. Hobson, chairman, and John Metcalf, deputy chairman, of John Hobson & Partners, the London agency acquired by Bates (AA, July 13). Hobson, Bates & Partners—new name of the London agency—begins operations Aug. 1.*

Perce E. Allan, 67, Retired Tidewater Marketing VP, Dies

SAN FRANCISCO, July 14—Perce E. Allan, 67, former administrative vp for marketing of Tidewater Oil Co., died July 12, following a heart attack while vacationing at his country home near Clear Lake, Cal. He retired in 1957 from Tidewater's top marketing post after 42 years' service with the company, most of which was spent in the San Francisco Bay area.

Born in Gardiner, Me., Mr. Allan was graduated from the University of California in 1915. He then joined Associated Oil Co., one of Tidewater's predecessor companies, as an accountant.

During World War I he served in the Army, rising from private to lieutenant in the infantry. Following the war he moved to Tidewater's marketing department and within a short time became San Francisco district manager. Later he was named western division sales manager, and in 1954 was appointed to head the company's worldwide marketing activities. He was made a vp in 1944.

■ In 1926, Mr. Allan pioneered in introducing gasoline containing ethyl fluid in the Far West. He was also a pioneer in the use of sportscasts on radio for advertising purposes.

Mr. Allan was active in civic affairs in San Francisco, and during World War II headed the rubber collection drive in the 11 western states. He was a past president of the Sales Executives Assn. and Transportation Club.

EDWARD F. LOOMIS

BRATTLEBORO, VT., July 15—Edward F. Loomis, 65, president of Radio Reports, New York, died July 13 at Memorial Hospital, where he had been taken from his summer home near Huntington, Mass., following a heart attack two days earlier.

Mr. Loomis established Radio Reports in 1936 to monitor radio programs for advertisers. It now provides national coverage of radio and television programs.

He began his career as a reporter on the *Republican*, Springfield, Mass., following his graduation from Amherst College in 1917. Later he became editor of the *Day*, New London, Conn.

■ From 1923 to 1933 Mr. Loomis was manager of the truck and bus division of the National Automobile Chamber of Commerce, New York. He helped found the National Assn. of Motor Bus Operators in 1925, the National Highway Users Conference in 1932 and the American Trucking Assn. in 1933. From 1933 to 1935 he was general manager of the latter association.

Eugene Meyer, 84, 'Washington Post' Chairman, Is Dead

WASHINGTON, July 17—Eugene Meyer, 84-year-old board chairman of the *Washington Post & Times-Herald*, died at George Washington Hospital here today. He had been in failing health for several years.

His passing will not affect ownership of the newspaper, since he had turned over control to his son-in-law, Publisher Philip L. Graham. #

National Ads in Dailies Dipped 5% in '58, BofA Says

(Continued from Page 1)

reached new highs.

More than 50% of all newspaper advertising money was accounted for by the top 100 national advertisers, who spent a total of $363,786,147. The 1957 total for these advertisers was a record high of $380,717,824.

■ Biggest spender in newspapers last year was General Motors, with $34,603,336. Smallest spender among the top 100 was Canada Dry, with $1,151,831.

Included in the BofA's expenditures booklet, which is available to agencies and advertisers on request, are the spending figures of 1,499 companies and 3,784 products and services. The booklet estimates total newspaper advertising by all advertisers, local and national, at $3,120,000,000 (including production) in 1958. The $719,049,000 figure for national advertising does not include production costs. #

Melisse Sues Lorillard

Artist Mildred Oppenheim has filed suit in federal court, Manhattan, against P. Lorillard & Co. for $327,000, as damages for a breach of contract whereby she "performed advertising campaign" services for Kent cigarets. Under her trade name, Melisse, Miss Oppenheim said she was to do a series of "Adventures of Melisse" cartoons for a 13-week test period. Counsel for Lorillard has declined to comment on the suit.

Sales of Import Cars Edge Toward Nationwide Basis

(Continued from Page 2)

12th to ninth place, with a gain of more than 100%; and Virginia rose from 14th to 12th place, also with a gain of better than 100%.

A newcomer in the top ranking is Georgia, with registrations of 7,803 in 1958.

■ While California is the No. 1 state, import sales are going up more rapidly in the East than in the West. States east of the Mississippi River accounted for 59.1% of market in 1958, compared to 56.5% in 1957 and 50.5% in 1953.

Volkswagen sales, split 60-40, East and West, parallel the national division. However, English Ford has 71.7% of its sales concentrated in the East—it outsells all other imports in the state of Florida. And Volvo, the Swedish import, has 60% of its sales in the West—it ranks fourth in sales in California.

An analysis of imported car advertising shows that in the 11 years through 1958 a total of 1,015 pages ran in 33 magazines. The leading advertiser was Jaguar, with 134 pages, followed by Renault's 125 pages and Triumph's 117. Volkswagen, the No. 1 seller, placed only 16 pages in the 1948-58 period.

Imported Car Sales

Top 10 States

	1958	1957
California	76,051	52,952
New York	38,515	25,644
Florida	26,659	12,355
Texas	16,445	6,195
Pennsylvania	15,865	9,423
New Jersey	15,834	7,549
Ohio	14,282	6,907
Michigan	12,397	8,313
Illinois	12,232	5,425
Massachusetts	10,864	6,632

■ A breakdown of the advertising cost per car sold, based on the expenditure in magazines, shows that Volkswagen spent $2.75 per car in 1958, compared to Renault's $12.68 and English Ford's $1.40.

Rolls-Royce, with sales of 206 and a magazine expenditure of $46,746 in 1958, spent the most—$226.92 per car sold.

Of the 1,015 advertising pages placed for imports between 1948 and 1958, *The New Yorker* carried 332. Runners-up were *Sports Illustrated*, with 181, and *Time*, with 101. #

CHICAGO DEBUT—*Pillsbury's new popover mix is bowing in Chicago via ads in the Chicago Tribune. This ad will run July 26. Campbell-Mithun, Minneapolis, is the agency.*

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

SPACE SALES - Chicago & Cleveland
To space salesmen or reprs. needed, prefer recent college grads., 1-3 yrs. adv. sales experience. Excel. opport. with growing nat'l pict. news mag. for mgt. Send resume, salary req.
NEWS FRONT, 21 W. 45 St., New York 36

SALES PROMOTION MANAGER
National food trade publication needs man who can originate and produce direct mail programs; to write ads, sales promotion letters, etc. Write in detail for interview. Salary open Write:
Box 2702, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG MAN NOW SELLING GRAPHIC ARTS
Unusual opportunity in allied field. Established accounts with large potential. All benefits, start $8000 year. Must relocate to Cleveland area. Submit resume. All replies confidential.
Box 2693, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING SALES
If you are young and want to put your adv. background and creative ability to work in a sales position, we are interested in you. Excellent growth opportunity on our sales staff. Apply by letter only to: **Sales Mgr., National Provisioner, 15 West Huron St., Chicago 10, Illinois.**

CIRCULATION MANAGER for Mountain states farm magazine. Must be familiar with ABC and outside solicitors. Opportunity for good second man to step up. Reasonable salary, insurance benefits, good working conditions in pleasant area. Write details to **Western Farm Life, 616 Washington St., Denver 3, Colorado.**

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 220 S. State St., Chicago 4

EDITOR-FARM PAPER
Long established farm paper in East seeks managing editor. Agricultural background essential, preferably in animal husbandry. Fine opportunity for mature experienced man. **Box 884, 1501 Bway, N.Y.C.**

HELP WANTED

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St. Chicago, SU 7-2255

WANTED!
A man or woman; age not important, with several years Agency or Commercial Advertising exp. in Chicago. Interested in people. Well versed in all classifications of advertising personnel.
Box 2699, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

JOB HUNTING? Receive weekly, airmail reports on more than 1,000 current advertising job openings as advertised in newspapers and magazines from coast to coast during the next 13 weeks for $12. Single copy $2. Order Section K-2
PROFESSIONAL EMPLOYMENT DIGEST
1501 West 25th North Wichita 4, Kansas

BUSINESS PUBLICATION SALESMAN: Top building material magazine has NYC opening. Prime territory with substantial existing business. Salary and bonus. Car necessary; expenses paid. Give complete information in reply to assure personal interview NYC July 27-31.
Box 2700, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING SALES MANAGER WANTED—No. 2 post publications serving oil, petrochemicals, title associate publisher. Must be experienced, aggressive, really ambitious. Starting salary $6,000, but keyed to volume, no ceiling. Don't want applicant who doesn't feel he can double that first year, triple second. **Box 977, Conroe, Texas, or call PLeasant 6-2427.**

Four color slick int. mag., currently being reorganized, needs circ.-promo. mgr.; adv. sales mgr. who knows Latin American-U.S. market. Investment opportunity for staff in company. Send full particulars to
Box 2672, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CONSTRUCTION MACHINERY WRITER
Large 4-A Chicago agency needs copywriter thoroughly familiar with construction machinery and construction machinery field. Prefer man in early 30's with advertising or editorial background. Give full details of experience and state salary required.
Box 2720, ADVERTISING AGE
200 E. Illinois St., Chicago 11 ,Illinois

HELP WANTED

EDITOR
Monthly food trade publication. Needs "take full charge" type of man. Salary open. Write
Box 2703, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT
For Public Relations and Advertising Department of insurance company in Chicago. To prepare circulars, brochures, other selling material used by agents. Experience in copy and production required. Knowledge of insurance helpful. Salary open. Send resume, salary requirements.
Box 2701, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LITHOGRAPH SALESMAN
Serving areas surrounding NYC large modern offset plant with excellent reputation has opening for salesman who controls large volume. Comm & profit sharing arrangement.
CHARLES OFFSET CO.
621-6th Ave. New York 11, N. Y.

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

POSITIONS WANTED

INDUSTRIAL AD AND SALES PROM. MGR. of chem. and food equip. mfr AAA1 corp. two divisions, seeks new atmosphere with under-one-roof mgt. Now guiding $135,000 ad budget effectively into domestic and foriegn trade journals, catalogs, trade shows, and d.m. Strong creative art, layout, and copy plus heavy backgrd. Eight yrs with present co. 36 yrs, family. Resume available.
Box 2721, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

LAZY COPYMAN WANTS(?) WORK
TV commercials only. Freelance. Will give off fresh ideas—I'm too tired to waste time on old chestnuts. Graduate of Mass. Inst. of Technology.
Box 2704, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

INTERNATIONAL ART DIRECTOR
wishes position with adv. agcy. or co. 10 years exp. as Designer, (married - 29) Fluent Spanish-Good French. Extensive Latin American Market exp. will relocate South America.
Box 2705, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

INDUSTRIAL COPY - ENGINEERED
Two years' 4-A copywriting: metals, chemicals, const. matls. One of free-lance. Ten of mech. eng'g design. Useful to you?
Box 2706, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

FARM MARKETING EXECUTIVE
I'm Senior AE on large ag account with a top-25 agency. Want challenging change of scene and opportunity. Can sell "belly-to-belly" with farmers and have proved it. Experienced in sales planning, marketing strategy, sales and good advertising. A well-rounded marketing man. Mid-thirties.
Box 2707, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DO YOU WANT TO CRASH AGRICULTURAL MARKET?
Man, 43, wants to join advertising agency interested in moving into agricultural market. Twenty years' successful creative experience in agricultural media, editorial, public relations, statistics, marketing, promotion, sales, radio. Ten years' farm machinery industry, knows manufacturers and lines.
Box 2708, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PURCHASING AGENT exp. in all phases of paper converting, purchasing, procurement and related fields. Avail. immed. **Call PE 6-1314, Chicago.**

TOP CREATIVE - CONTACT
Large agcy. exec. Rock-solid, experienced maturity based on 25 yrs. comprehensive exp. Heavy on pkgd. goods—large budgets—all media. Will command new respect current accts.—add nec. depth for new. Heavy creative background complements years exec. exp. perfectly. Upper middle salary.
Box 2710, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR
Heavy on 4 A agency TV. Can write. 12 M.
Box 2697, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUTH, EXPERIENCE FOR HIRE!
Talents suppressed after 3 yrs. as acct. service manager with Chicago agency on national accounts. Seeking opportunity with a future. Strong administrator with college education. Married with family.
Box 2713, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

TAKING COPY EXPERIENCE WEST
Copywriter, single, 32. Moving to San Francisco. Four years field sales & promotion. Five years as copywriter on industrial, consumer, farm. Some radio and TV. 4 A agency. Will send resume and samples to Bay area companies for ad mgr. or ass't.—agencies needing experienced writer who can assume responsibility.
Box 2709, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR, strong poultry & general farm background, seeks top post with major agric. firm. Public relations, editorial. Now employed; salary five figures.
Box 2711, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

RADIO-TV WRITER—Creative, award-winning consumer & retail copy, prize-winning ideas, programs, scripts, & continuity. Five years as program executive for top AM-TV creator producer. Agency background, heavy experience with stations & network. Strong program & commercial production. Also print, direct mail, PR, sales promotion, client contact. Keenly interested in Denver & San Francisco.
Box 2712, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Publisher seeks advertising representative with travel contacts for new travel magazine. Write
Box 2715, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING REPRESENTATIVES
Publisher of two trade magazines needs ad representatives in New York, Detroit, Phila., Pittsburgh, Cleveland.
Box 2714, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES AVAILABLE

Midwest Publishers Representative Available Chicago Headquarters
Box 2575, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

WANT TO PURCHASE
Working interest in successful trade or specialized consumer publication. Young executive with 8 yrs. publishing exp., 4 yrs. mfg. mgt; must be in East.
Box 2716, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXPERIENCE ALL PHASES BUSINESS
publishing - editorial, circulation, space sales. Will buy part ownership publication.
Box 2717, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEW AGENCY
Live wire opening small agency wants to meet another live wire with same intent. Object: Get together.
Box 2719, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED NEW YORK CONTACT?
Mature Acct. Exec. will handle special assignments; fee basis.
Box 2718, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MISCELLANEOUS

FREE WRITERS CATALOGUE
giving manuscript markets. Write Literary Agent Mead, 915 Broadway, New York 10

NOW get saturation spots on Radio & TV Contest Shows in So. Calif. & West at low cost. Write **Roberts & Gail, 5880 Hollywood Blvd., Hollywood 28, Calif.**

Mid-North Studio at Lincoln Park—New deluxe 4 rm. woodbrng fireplce, mod. kitch., bar, outstanding patio. **315-21 Webster Ave. Wh. 4-8846, Chicago.**

YOUR CLASSIFIED AD HERE WILL BRING RESULTS

LUNATIC SEEKS ASYLUM

Copy writer afflicted by delusions of wee insight into appeals, illusions of promoting results all mundanes and insubstantials. Phantasms of impactability. Essayist of angles, results, contacts, rescues. Best asset: invisible muse. 32. Public school grad. No résumé. No agency experience. Other—scanty. Strong top exec experience realty romance. Grasp materials fast. Want to tackle cars, colas, casinos—anything. $M Secondary. Anywhere. Agcy or ?? . . . ! Box 620, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 48th Year

MERCHANDISING EXEC., heavy grocery-trade experience ..... to 25M
AE or copy-contact, bank. Coast. Broad financial exper. Idea and new-approach man. ..... to 15M
ADV. & SLS. PROM. MGR., dairy field. Effective cooperator with sales department. 13-15M
MEDIA MGR., branch of major agency 12-14M
COPY-CONTACT, major appliances. 12M
COPY, all media ..... to 12M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

RADIO & TV LEADS TAKEN
Our charge for this service is only ten cents per lead, plus collect calls and outgoing mail.
RADIO-TV SWITCHBOARDS
MAdison 5-8885
436 Douglas Bldg., 257 S. Spring
Los Angeles 12, Calif.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

WANTED: AN AGENCY PARTNER WITH UNCOMMON QUALITIES

Here is an opportunity for an individual or a group to share ownership in a distinguished, 25-year-old advertising agency. Here is an opportunity that truly merits the use of that sometimes abused word—rare.

We want a partner whose national or highly developed regional accounts each measure six or seven figures. We want a partner whose accounts will add diversity and whose presence will contribute importantly to management. He should be a man of rounded agency skills and compatible temperament.

To him we offer a smoothly functioning, strongly financed organization and handsome offices at a prestigious Manhattan address. And we offer real participation in an agency whose clients' names are household words in this country.

Tell us about yourself, preferably at length. Or, if you prefer, direct your initial inquiry through your lawyer or accountant. Box 618, 630 Third Ave., N.Y. 17, N.Y.

ADVERTISING ACCOUNT EXECUTIVE

An excellent opportunity exists in this highly progressive, fast growing agency for a top-flight account executive. He should have a successful record of handling accounts in the six-figure brackets. Experience in selling building products to architects and contractors would be desirable. Salary will be commensurate with personal qualifications for this position. Applications must be in writing, in résumé form, and should include age, education and full details of past experience.

GRAY & KILGORE, INC.
18845 West McNichols Road, Detroit 19, Michigan

If you can answer

YES

to these six questions,

a Fashion Editor's job

can be yours.

1. Are you in the fashion know, with an authoritative fashion background, yet youthful and flexible in your approach?

2. Do you look and act the part of a Fashion Editor in your own appearance and manner of expression?

3. Do you recognize and appreciate high style yet understand practical application of fashion in terms of women in the middle income bracket?

4. Are you store-minded on one hand and reader-minded on the other?

5. Can you discuss fashion intelligently with designers, manufacturers and store people?

6. Can you write about fashion with conviction and sparkle and direct others to write likewise?

If you have answered "Yes" to these six questions and feel qualified to assume the Fashion Editor's position on one of the nation's largest daily newspapers, we want to meet you.

As a first step, please send a documented resume of your background, education and experience plus samples of your writing. Personal interviews will follow. Kindly communicate to Box 621, Advertising Age, 630 Third Avenue, New York 17, New York.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver

Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

CUTS HALFTONES ETCHINGS

5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65 Larger sizes, proportionately priced.

Ward Kah Box 87-A Glendale 6, Calif.

NOW AVAILABLE!

In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.

COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

GUARANTEEING COPY CHIEF

Guarantee: Write him. If he can't show you what makes agencies copy-famous he'll steam off and return your stamp. 20 years on 50 national accounts, one a per-annum $10,000,-000. Take a look—New York, Baltimore, Chicago and point Westers. Box 617, Advertising Age, 630 Third Avenue, N.Y. 17.

Editorial services . . . Slidefilm scripts and production . . . Sales training in all media . . . Product and competitive-product research . . . Dealer surveys . . . *Send for your free copy, "Competitive Comparisons As A Sales Tool."*

ANALYSES INC.
5405 Oakman Blvd., Tiffany 6-7600
Dearborn, Mich.

Fine, Fast, Fairly Priced Photography

pics photographers Incorporated
DEARBORN 2-1082
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

ARE YOU QUALIFIED?

ACCOUNT EXECUTIVE .....To $15,000
B/G in air travel and/or food. Midwest Agency.

COPYWRITER .....To $17,000
Heavy B/G in literature & collateral material. Must have automobile experience. Chicago Agency.

MARKET RESEARCH MGR. .....$ 9,000+
Well-rounded B/G in all facets, plus product familiarity in hard lines or sporting goods.

MARKET RESEARCH ANALYST ..To $12,000
Solid B/G in light industrial products.

ASS'T SALES PROMOTION MGR. ..$10,000
All-around B/G including some marketing.

If qualified and interested, contact me in absolute confidence.
GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg., Chicago, FI 6-9400

OPPORTUNITIES Could you fit one?
ACCOUNT EXECUTIVE—young, aggressive, with major-league food, marketing experience Great opportunity.
ACCOUNT EXECUTIVE—for unusual automobile assignment. Must be a mixer.
WRITER—willing to relocate from Midwest to Farwest.
These jobs open now. We are not an employment agency; but can help you find out if you fit them and similar jobs. Phone or write for confidential interview. Appointment only. **Creative Career Consultants, Suite 1105, 30 N. LaSalle, Chicago, Ill. DE 2-6436.**

ADVERTISING ADMINISTRATOR

Seeks manufacturers or ad agency needing capable ad-conscious, cost-conscious man to handle administrative procedures, control budget and supervise personnel. Over 13 years' experience in executive capacity with 3 of nation's best-known building products companies—covering about every phase of advertising and sales promotion. Mid-forties. $15,000. bracket. Box 619, Advertising Age, 200 E. Illinois Street, Chicago 4, Illinois.

Town Name's Just Brand Name to Big Florida Advertiser

(*Continued from Page* 3)

director of public relations; Don McVey, director of branch offices, and James E. Vensel, chief architect and planner," Mr. Spire said.

▪ The agency, Mr. Spire explained, has three special departments in addition to the customary advertising agency organization. They are:

• A photographic staff, dark room and processing equipment which supplies thousands of prints for advertising, publicity and sales promotion. Due to the rapid growth of the communities, photographs become obsolete quickly and properties must be re-photographed every few weeks.

• A special division of the art department which spends all of its time in the preparation of plot plans.

As each section is sold out, a new section must be prepared showing streets, blocks and lot numbers in accurate detail. So extensive are the operations that naming streets has become as difficult a job as naming Pullman cars in the old days.

• Another division which has been established to produce local advertising for each property for newspapers, radio and television in the immediate area.

However, said Mr. Spire, the major part of the 1959-1960 appropriation (figures have not been determined yet) will still be spent in magazines and in co-op advertising with dealers in northern newspapers, radio and spot television.

▪ Prior to moving to Miami, Mr. Spire for 13 years was account executive for American Tobacco Co. and vp of Sullivan, Stauffer, Colwell & Bayles.

His present associates include Bruce Roberts, formerly executive art director of the old William Weintraub agency, and Curt LeWald, copy chief, formerly with Ruthrauff & Ryan and Batten, Barton, Durstine & Osborn. #

WESTERN HORSEMAN

149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN

3850 NORTH NEVADA AVENUE COLORADO SPRINGS, COLORADO

INDUSTRIAL ADVERTISING MANAGER

Armour Leather Company, one of the country's largest and most progressive tanners, has a challenging opening in its Sole Leather Division, whose headquarters are located in Williamsport, Pa. We want a young man with a college degree in marketing or business and who has had at least 5 years of experience in Industrial Advertising. In addition to assuming full responsibility for all phases of our advertising, he will also work closely with our General Sales Manager and his staff to implement sales techniques, materials, customer contacts; and to institute and coordinate promotional material and activities and public relations efforts. Our man must be a self-starter with personality, an ability to work with people and a real desire to achieve success. Liberal employee benefits and wide open opportunity to advance. If you are our man, send in full confidence full personal history résumé and salary requirements to **P. W. Kenyon, Gen'l Mgr., Armour Leather Company, 500 Arch Street, Williamsport, Pa.**

ADVERTISING SALES PROMOTION ASSISTANT

Excellent Opportunity for right man with progressive non-defense, well known national company. Headquarters in Los Angeles. Must be energetic, creative, good writer, well-rounded advertising sales promotion background and education. Experience preferred in dealer-distributor organization. Age 25-35.

Box 27 R 411, ADVERTISING AGE,
4041 Marlton Ave., Los Angeles 8, California

FOR EXECUTIVES ONLY

- Sr. & Jr. Account Executives
- Marketing & Market Research
- Copy Writers
- Public Relations

Positions now available from $5,500 to $62,000

DRAKE PERSONNEL, INC.

29 East Madison Bldg. • Chicago 2, Illinois • FInancial 6-8700

4A AGENCY WANTS SALES PROMOTION SPECIALIST WHO CAN VISUALIZE

HERE'S WHAT WE WANT:

- A man with a solid background in sales promotion and display with consumer goods companies.
- A really creative man who can visualize in a professional manner.
- A man who knows production techniques and sources.
- A planner as well as a visualizer. A man who understands the total marketing picture, who thinks like a sales manager and who knows where sales promotion, sales training and merchandising fit.
- A man who can sell himself and his ideas to tough-minded client sales and top management personnel.

HERE'S WHAT YOU GET:

- A chance to "go places" with the fastest-growing department of Upstate New York's leading 4A advertising-marketing agency.
- An opportunity to work with real "pros" in merchandising and marketing.
- A place to put your talents to work on all sorts of accounts—hard goods, soft goods, foods, industrials.
- A good salary with several fringe benefits.
- A chance for you and your family to really enjoy life in one of the finest communities in the country.

If you are our man write full details to Don Miller, Vice President and Manager of Marketing and Merchandising Dept., The Rumrill Company, Inc., 1895 Mt. Hope Ave., Rochester 20, N. Y.

Interview can be arranged here or in New York City—replies held in strictest confidence.

WANTED:
INDUSTRIAL COPYWRITER

We need an accomplished copywriter to work on a variety of national industrial accounts as a key member of a talented, experienced team. Must have proven writing ability and be capable of consistent creative performance in all phases of industrial advertising, publicity and sales promotion . . . have a flair for working direct with client management, sales and engineering people . . . be able to ferret out facts and figures and translate them into fresh, sound campaign ideas and copy. This is a wonderful opportunity for the right person to get in on the ground floor and share in the growth of a young, fast-moving agency. Salary open. Location: prosperous, medium size, eastern Pennsylvania community. Give full details of experience, background, references and salary requirements.

Box 615, Advertising Age
630 Third Ave., New York 17, N. Y.

SALES TRAINER—MANUFACTURER

If your qualifications meet this employer's needs, you will have an excellent opportunity with this leading manufacturer in a steadily growing, "big ticket" sales field.
You should be able to show creditable and practical sales experience and a degree in business or education.
You should be mature—at least 30, but still young and healthy enough to put pep into presentations.
You will be the kind of person who can put across both the technical and theoretical side of sales training and be prepared to work with distributors and their men on a "show-how" basis.
Your ability to put life into a platform presentation will be important—not an orator, but a convincing, clear speaker. You will have some administrative "chores", too, including correspondence, supplies, school arrangements, etc.
Your starting salary will be in the neighborhood of $7,000 to $8,000 with a bonus that could produce an additional 10%. Good benefits, including life and hospitalization insurance and retirement plan. Excellent working atmosphere.
Your first letter should include a continuous, complete employment history, details of education, marital status, and approximate present income. Give home address and telephone.
All correspondence will be CONFIDENTIAL. We represent the employer professionally, and there is no fee to you. Transportation for final interviews will be reimbursed.
Write to Department B-1, Associated Personnel Technicians, Incorporated, 118 South Main, Wichita 2, Kansas.

Big Results

from a low-cost classified ad.

You sink your teeth into some mighty healthy returns when you run a low-cost (min. $5) message in the Ad Age classified section. You buy the attention of more than 158,000 top marketing men. Try it today or whenever you have something to buy or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

SMI Members Spend $200,000 on Two Pushes in Dailies

CHICAGO, July 16—Member companies of the Super Market Institute are investing about $200,000 in newspaper advertising this month to wage two special campaigns.

The companies are running ads in 224 newspapers throughout the U.S. One of the campaigns merchandises eggs, and the other informs the public of the companies' feelings about the federal "fair trade" act which is now before Congress.

■ The egg promotion was launched to help farm producers suffering from a price squeeze induced by a heavy spring supply of eggs that threatened to last well into the summer. The SMI has criticized the "fair trade" act bill (H.R. 1253) as being "inflationary in nature and opposed to the American principle of free competition."

Newspaper mats for the two promotions were prepared and distributed by SMI. #

Hoffman Electronics Sets Push in 4 Media

LOS ANGELES, July 15—Hoffman Electronics Corp. will run its biggest consumer products campaign this fall, using all media. The campaign will be built around what is called "Hoffman's new home theater entertainment center," described as the "Duet," which incorporates am/fm radio, stereo hi-fi and television in two matching consoles.

Pan-O-Vision, a new tube said to allow the viewer to see the entire picture transmitted by a station, will also be featured.

Magazine advertising will start with a page in the Sept. 14 *Life*, followed by page ads in *Good Housekeeping*, *Life*, and *The Saturday Evening Post*. An outdoor campaign will also begin in September in 10 states. Broadcast media will be used in at least 10 major markets.

■ The newspaper schedule calls for a series of insertions in a minimum of 30 major markets. *TV Guide* will carry ads in six of its regional editions. Supporting trade advertising, running July through December, will appear in *Electrical Merchandising*, *Home Furnishings Daily*, *Mart* and *Quinn's*.

Merchandising materials for dealers will include easel reproductions of the *Life* and *Post* ads, correspondence stickers, string tags, and four-page *Life* and *Post* cover folders.

Honig-Cooper, Harrington & Miner is the agency. #

Grey Names Allen, Boosts 2

Grey Advertising Agency, New York, has appointed Everett B. Allen, formerly marketing manager of the consumer products division of Hudson Pulp & Paper Co., an account executive on the Hudson account, which recently moved to Grey from Norman, Craig & Kummel. Grey also has elected Ben Alcock, vp in charge of the copy department, to its board of directors and has named William P. Everend a vp and account supervisor.

Crosley Names Clauson, Bubp

Crosley Broadcasting Corp., Cincinnati, has appointed Robert E. Bubp to the sales staff of WLW-D, Dayton tv station, and Robert Clauson radio sales executive of WLW, Cleveland. Mr. Bubp previously operated his own advertising agency. Mr. Clauson was formerly in the sales department of KYW, Cleveland.

HIS AND HERS—*Einson-Freeman designed this display for Fleischmann's gin and vodka for use in states permitting use of women in liquor advertising. The gin is "his" and the vodka is "hers."*

168 Big Accounts Switched in First 6 Months, AA Finds

(*Continued from Page* 1)

totaling $4,350,000. The accounts of Chrysler Corp. of Canada (Dodge & De Soto cars and Dodge trucks), Ford Motor Car Co. (English Ford, and Taunus, German Ford), Hambro Automotive Corp. (Austin Motor Co.), Hoffman Motor Car Co. and Volkswagen found new agencies.

■ Cosmetics manufacturers, always a volatile group, continued to move with total billings reaching $11,250,000. Naming new agencies were Bristol-Myers Co. (Ban deodorant), Chesebrough-Pond's (Pond's Angel Touch and lipsticks), Colgate-Palmolive Co. (Wildroot products), Northam Warren Corp. (Cutex, Odorono & Peggy Sage). Warner-Lambert Pharmaceutical Co. named an agency for its new home permanent, Fashion Quick.

Drug account billings totaled $9,500,000. Changing accounts were Parry Laboratories (Myomist mouth spray), Pharma-Craft Corp. (Coldene Stick) and the Whitehall brands listed above.

Airline accounts continued to be flighty; billings totaling $7,250,000 found new hangars. Switching agencies, in addition to American Airlines, were Swissair and Trans World Airlines' European advertising.

■ Among brewers, vintners and distillers, accounts totaling $5,605,000 transferred to new agencies. The major changers were Carlsberg Agency, E. J. Gallo Winery, Great Western Producers, Regal Brewing Co., Schenley Industries (Cream of Kentucky whisky), C. Schmidt & Sons, Joseph Seagram & Sons (Lord Calvert whisky) and Vermouth Industries of America (Tribuno vermouth).

Dog food accounts continued switching agencies; the shifting products had billings totaling $3,000,000. Included in the switching were Armour & Co. (Dash) and John Morrell & Co.'s Red Heart. #

'Sports Illustrated' Names 2

Molly Leibell, formerly an assistant to a Time Inc. vp, has been named to the Los Angeles sales staff of *Sports Illustrated*. Arnold C. Thiesfeldt has been transferred from the promotion department to the New York sales staff of *Sports Illustrated*.

Magazine Pages, Revenue Rise 5%, AA, PIB Report

(*Continued from Page* 1)

classifications show slight losses in the first half of 1959 compared with the first half of 1958.

• Advertising pages in fashion magazines dropped from 2,798.9 in the first half of '58 to 2,658.1 in 1959, a 5% decrease. Linage dropped from 1,479,126 lines in 1958 to 1,397,298 lines in 1959, a 5.5% decrease. PIB figures show a revenue drop of 4%, from $11,218,604 in 1958 to $10,773,296 in 1959. (PIB measures the same magazines in this classification covered by AA's tabulation. The only other classification in which this is true is that of nationally distributed newspaper sections.)

• Farm magazine pages dropped 2.7%—from 2,223.7 in 1958 to 2,162.5 in the first half of 1959. Linage dropped from 1,103,822 lines in 1958 to 1,071,701 lines in 1959, about a 3% loss. Revenue dropped only 1.5%—from $14,262,571 in 1958's first half to $14,037,079 in 1959, according to PIB.

• Newspaper sections distributed nationally with Sunday newspapers showed the heftiest losses. Pages dropped 20%, from 1,958.8 pages in the first half of 1958 to 1,567.6 pages in 1959. Linage dropped 20% also, to 1,332,571 lines in the first half of 1959 from 1,665,110 lines in 1958. PIB figures show a 9.2% decrease in revenue.

• Foreign publications show a very small dip in pages in AA's tabulation. These publications had 9,838.0 pages in the first half of 1959, which compares with 9,898.2 pages in 1958, a drop of 0.6%. Linage, however, rose slightly—0.4%—from 1,852,948 lines in 1958 to 1,861,022 lines in 1959. PIB reports no figures for this category. #

de Garmo Moves, Names Nonas

Elliott Nonas, formerly president of Page-Noel Brown, has joined de Garmo Inc., New York, as vp in charge of new business. de Garmo, which for seven years has operated from a five-floor New York brownstone, has "bowed to commercial exigencies" and moved to "more efficient, albeit less gracious" offices at 205 E. 42nd St.

Magazine Dollar Volume, 1st Half

Source: LNA-PIB

WEEKLIES, BI-WEEKLIES, SEMI-MONTHLIES	1st Half, '59	1st Half, '58
Cue	$ 682,637	$ 614,253
Grit	591,719	478,591
Life	65,187,349	61,976,714
Look	20,725,499	20,495,269
New Yorker	8,466,463	7,525,503
Newsweek	12,437,955	11,109,933
Presbyterian Life	286,229	217,936
Reporter	87,842	48,202
Saturday Evening Post	46,773,129	43,766,218
Saturday Review	874,913	637,044
Sports Illustrated	5,582,459	4,620,857
TV Guide	4,548,102	3,372,627
Time	23,083,824	22,279,323
U. S. News & World Report	9,324,771	7,929,602
Total	198,652,891	185,072,072
MONTHLIES		
American Legion	683,283	545,585
Argosy	906,068	795,809
Atlantic	456,566	318,094
Coronet	2,019,086	1,507,784
Cosmopolitan	515,449	424,491
Ebony	935,499	868,541
Elks Magazine	251,385	246,975
Esquire	3,220,733	3,004,798
Gourmet	271,163	260,686
Harper's Magazine	343,564	266,231
Holiday	4,930,399	4,732,189
National Geographic	2,584,298	2,249,983
Playboy	542,330	534,672
Reader's Digest	17,354,443	10,858,518
Redbook	2,165,011	2,055,927
Town & Country	724,453	697,995
True	2,325,299	1,838,086
Total	40,229,231	31,006,364
WOMEN'S		
Bride's Magazine	957,281	877,447
Everywoman's Family Circle	5,412,907	3,782,001
Good Housekeeping	11,196,690	10,895,232
Ladies' Home Journal	15,782,298	13,786,614
McCall's	9,581,398	9,659,384
Modern Bride	523,566	515,458
Parents' Magazine	3,594,361	3,348,609
Seventeen	2,969,623	2,707,335
Woman's Day	3,271,476	2,344,338
Total	53,289,500	47,916,418
HOME		
American Home	4,665,406	4,814,956
Better Homes & Gardens	13,757,851	13,718,666
Flower Grower	692,886	655,994
House Beautiful	3,337,401	3,360,171
House & Garden	2,017,323	1,842,198
Living for Young Homemakers	2,069,002	1,776,150
Sunset	2,915,307	2,892,133
Total	29,455,176	29,060,268
FASHION		
Charm	1,771,667	1,757,481
Glamour	1,700,952	1,757,693
Harper's Bazaar	2,335,246	2,348,628
Mademoiselle	1,601,622	1,667,762
Vogue	3,363,809	3,687,040
Total	10,773,296	11,218,604
MOVIE-ROMANCE-RADIO-TV		
Dell Modern Group	436,907	422,753
Modern Romances	334,414	327,581
Modern Screen	143,512	137,586
Screen Stories	24,243	23,868
Fawcett Women's Group	367,620	319,636
Motion Picture	54,217	58,433
True Confessions	318,767	263,608
True Story Women's Group	1,115,874	1,045,986
Photoplay	536,646	422,575
TV-Radio Mirror	34,998	4,054
True Experience	28,702	16,705
True Love	29,389	16,431
True Romance	54,479	30,880
True Story	2,559,212	2,320,554
Total	6,038,978	5,410,650

BUSINESS	1st Half, '59	1st Half, '58
Business Week	8,874,482	8,808,160
Dun's Review & Modern Industry	842,023	698,379
Forbes	1,035,564	849,155
Fortune	4,715,411	4,740,459
Harvard Business Review	133,164	138,078
Nation's Business	1,540,663	1,265,042
Total	17,141,307	16,499,273
YOUTH		
American Girl	350,986	312,686
Boys' Life	1,068,057	868,645
Scholastic	1,215,883	1,117,890
Total	2,634,926	2,299,221
OUTDOOR & SPORT		
Field & Stream	1,715,125	1,534,082
Outdoor Life	1,714,477	1,475,375
Sports Afield	1,636,064	1,287,405
Total	5,065,666	4,296,862
MECHANICS & SCIENCE		
Mechanix Illustrated	996,014	898,988
Popular Mechanics	2,127,561	2,052,782
Popular Science	1,905,623	1,817,321
Science & Mechanics	319,838	297,557
Total	5,349,036	5,066,645
FARM MAGAZINES		
Capper's Farmer	1,449,695	1,867,371
Farm Journal	6,282,299	6,094,214
Progressive Farmer	3,575,109	3,743,270
Successful Farming	2,729,976	2,557,716
Total	14,037,079	14,262,571
NEWSPAPER SECTIONS (I)		
American Weekly	9,265,865	14,678,585
Family Weekly	4,914,198	5,622,739
Parade	13,478,171	12,386,773
This Week	22,161,499	22,183,126
Total	49,819,733	54,871,223
NEWSPAPER SECTIONS (II)		
First 3 Markets	4,387,265	6,273,920
New York Times Magazine	5,333,405	5,157,694
Total	9,720,670	11,431,614
TOTAL ALL GROUPS	442,207,489	418,411,785
TOTAL GENERAL MAGAZINES	368,630,007	337,846,377
TOTAL FARM MAGAZINES	14,037,079	14,262,571
TOTAL GENERAL & FARM	382,667,086	352,108,948
SUPPLEMENTS	59,540,403	66,302,837
TOTAL	442,207,489	418,411,785

'Reader's Digest' Boosts Circulation, Ad Rates

Reader's Digest, effective with the January issue, will increase its circulation guarantee from 11,750,000 to 12,000,000, and will boost its ad rate base from $34,250 to $36,250 per b&w page. At the same time, the *Digest* will increase the guarantee for its western edition from 2,000,000 to 2,050,000 and its rate base from $7,250 to $8,000 per b&w page. In addition to the circulation and rate change, the *Digest* said every ad in the western edition will run opposite or adjacent to editorial matter.

The *Digest* also is planning a new regional edition covering the New York metropolitan area, with a circulation of more than 1,000,000 (AA, July 13).

ABC-TV Boosts Barnathan

Julius Barnathan, formerly vp and director of research of ABC-TV, New York, has been promoted to the new post of vp for affiliated stations. Fred Pierce, manager of audience measurements, has been named manager of research. Reporting to Mr. Barnathan will be Mr. Pierce, Alfred R. Beckman, vp in charge of station relations, and Donald S. Shaw Jr., director of television station clearance.

TIE-IN—*Eight advertisers are using a seven-page tie-in ad in the July 25 Business Week, "first such ad to appear in a general business magazine." The advertisers are Hertz Rent A Car, Northwest Orient Airlines, Olympia typewriter, Dictaphone Corp., Atlantic Products Sales Corp., H. Daroff & Sons, Hamilton Watch and Philco Corp. The ad, showing products or services used by an executive, was conceived and coordinated by Leonard F. Fellman Co., with Campbell-Ewald (Hertz agency) taking part in creative planning of the ad.*

Abrams Suit Asks Revlon Stock Under Employe Option Plan

NEW YORK, July 16—George J. Abrams is suing Revlon Inc. to collect 800 shares of Revlon stock, at $22.80 a share, which he says is due him under a stock option plan.

Mr. Abrams was with Revlon four years before resigning last March, when he was advertising vp. He has since joined Warner-Lambert Pharmaceutical Co. as president of its newly-created toiletries and cosmetics division.

His suit is being contested by Revlon over the question of whether a "year," as used in the stock option plan, means a calendar year of 365 days—the answer to which involves some $30,000, as of right now. Mr. Abrams would apparently be entitled to the stock under the calendar definition. A motion for summary judgment was argued in state supreme court July 8. A decision has not yet been handed down.

■ Filed June 2, Mr. Abrams' complaint referred to a stock option plan approved by shareholders April 19, 1957, which granted key employes seven-year options with capital gains provisions, effective 18 months from that date, at no less than 95% of the stock price on the date individual agreements were signed.

The complaint said Mr. Abrams was granted an option for 4,000 shares on June 4, 1957, and an "agreement" to this effect was entered March 7, 1958.

Under the plan, no more than 20% of the total option may be bought in any year. On Dec. 4, 1958, Mr. Abrams exercised his option for 20% and purchased 800 shares at $22.80.

The stock plan also contained a clause entitling former employes to exercise their options "to the extent you are entitled to do so" within three months after leaving Revlon.

His employment ended "on or about March 13," and on April 17 he exercised a second 20% option for an additional 800 shares, paying for it with a certified check for $18,240.

■ Revlon "has refused to fulfill its obligations under the plan and has breached the agreement" by refusing to deliver the stock and returning the check, the complaint stated.

In answering the complaint, Philip Blumenthal, Revlon secretary and counsel, said Mr. Abrams was not entitled to exercise another 20% option until Dec. 4, 1959, which is 365 days after the first option was taken. "Accordingly, when his employment terminated in March, 1959, he was not entitled to exercise a further option," he said.

Revlon also entered into the record Mr. Abrams' letter of resignation, dated Feb. 13, written to Charles Revson "with sincere regret."

"These have been four wonderful years in the sense of both accomplishment and reward," he wrote, "and I have no misgivings in any way about our association. You have been a brilliant teacher, from whom I have learned in depth, and your special flair in merchandising and marketing has been particularly stimulating.

"While I appreciate the offer you have made to continue with Revlon in a broader marketing area, I do not feel the assignment fits my future objectives."

He is represented by Smith & Steibel. Revlon's counsel is Paul, Weiss, Rifkind, Wharton & Garrison.

Common stock of Revlon Inc. closed today at $59 a share. #

Bristol-Myers Promotes Don Frost, Al Whittaker

Donald S. Frost, formerly vp in charge of advertising for the products division of Bristol-Myers Co., New York, has been promoted

Donald Frost

Alfred Whittaker

to vp and member of the company's general executive staff. Mr. Frost first joined B-M in 1945 as assistant director of advertising and market research. After four years with Compton Advertising, he rejoined in 1954 as advertising director.

Alfred A. Whittaker has been named to succeed Mr. Frost. Formerly with Benton & Bowles, Mr. Whittaker joined the products division in April, 1958, as director of market research, and this past January was promoted to vp in charge of market research.

International Research Offered

U. S. Testing Co., Hoboken, has assembled a panel of psychologists in 26 countries around the world to offer an international service in the field of consumer attitude measurement.

Last Minute News Flashes

Court Denies Abrams Suit to Acquire Revlon Stock

NEW YORK, July 17—George J. Abrams lost his suit to collect 800 shares of stock from Revlon Inc. when his complaint was dismissed today, on the ground that the word "year" means 365 days and not a calendar year, as Mr. Abrams had contended. "If the calendar year had been intended, it could have been easily inserted," Judge Henry Epstein said, adding that "there is no factual issue present" (*see story in adjoining column*).

Blatnik Bill Asks Tar, Nicotine Cigaret Labeling

WASHINGTON, July 17—Rep. John A. Blatnik (D., Minn.) has introduced a bill "to protect the users of tobacco products from misleading advertising." The bill provides that advertising of filter cigarets will be considered misleading unless tests prove that the filter is capable of removing at least 11 mg. of tar per regular-size cigaret. The proposal also would affect non-filter cigarets, requiring that all cigaret pack labels include a statement of nicotine and tar content.

Nine Agencies Solicit LP-Gas Council

CHICAGO, July 17—The National LP-Gas Council heard presentations this week from nine agencies, including McCann-Erickson, its present agency. The decision either to retain McCann or to hire a new agency is expected within two weeks. Among the agencies reportedly soliciting the $250,000 account are Erwin Wasey, Ruthrauff & Ryan, Cunningham & Walsh and Bozell & Jacobs.

NL&B Gets Part of Canadian Massey-Ferguson

TORONTO, July 17—Massey-Ferguson Co. Ltd. today moved its product advertising in Canada from MacLaren Advertising Co. to Needham, Louis & Brorby, which handles U. S. advertising for the farm equipment manufacturer. MacLaren retains public relations and institutional advertising. The Needham share is estimated to bill about $500,000.

Vic Tanny Gyms and Guild Films Combine

LOS ANGELES, July 17—Vic Tanny Gymnasiums and Guild Films merged this week (subject to agreement on the final contract) and the name of the new enterprise will be Vic Tanny Enterprises Inc. The merger will make available to Tanny millions of dollars of tv time owned by Guild Films, which will be used to expand Tanny until it has gyms in all principal cities (Tanny spent $353,100 in spot tv during the first quarter of 1959). Vic Tanny will be president and chief executive officer. John Cole, president of Guild Films, will head the company's tv and film operations.

Sears, Roebuck Spent $62,581,000 on Ads in '58

CHICAGO, July 17—Sears, Roebuck & Co. invested a record $62,581,000 last year in retail ad media, a 5.2% gain over '57 expenditures of $59,510,000. Of the total, $48,650,000, or 77.8%, of the Sears retail ad budget went into newspapers. Miscellaneous advertising, including radio, tv, circulars and direct mail, accounted for the remaining $13,931,000. Catalog expenditures are not included in these figures.

'McCall's' to Publish Western Edition

NEW YORK, July 17—Effective with the November issue, *McCall's* will publish a western edition covering 11 states and having a circulation of 850,000. Ad rates will be based on $4,369 per b&w page.

Avocado Growers to Armstrong; Other Late News

• **The Independent Avocado Growers & Shippers of California** has appointed Armstrong, Fenton & Vinson, San Diego, to handle its advertising and public relations. The association's initial budget of $125,000 will go into newspapers, magazines, radio and farm publications.

• **Schick Safety Razor Co.** division of Eversharp Inc. has named Robinson, Jensen, Fenwick & Haynes, Los Angeles, to handle a new product it will introduce in the East. Patrick Frawley Jr., Eversharp president, worked with this agency in the introduction of Paper-Mate pens eight years ago. Compton Advertising continues on the Schick injector blade and razor account.

• **Bristol-Myers** is inviting radio announcers to create their own copy for Trig roll-on deodorant commercials, using certain required copy but with their own phrasing and approach, and is offering a $500 grand prize to the announcer displaying the most originality. The contest, closing July 24, is open to announcers at about 180 stations in 45 cities. Batten, Barton, Durstine & Osborn is the Trig agency.

• **Cockshutt Farm Equipment,** Bellevue, O., and Brantford, Ont., has named Kastor, Hilton, Chesley, Clifford & Atherton, New York, to handle its U. S. advertising beginning Nov. 1. The account is now with Griswold-Eshleman Co., Cleveland. Cockshutt, which put 15% of its ad budget into the U. S. market this year, plans to increase this figure to 50% for fiscal 1959-'60.

• **P. Lorillard Co.,** New York, maker of Kent, Old Gold, Embassy and Newport cigarets, will break advertising July 20 in newspapers and on tv and radio spots in Philadelphia and Providence for Spring, its new mentholated, king-size filter cigaret. Lennen & Newell is the agency.

• **Western Family** apparently has suspended operations following publication of its June issue. Efforts to contact Dana Tasker, publisher, have been unsuccessful, and the magazine's phone in the Glendale office has been disconnected. Last month Mr. Tasker told AA that negotiations were under way for sale or refinancing and that the magazine had been walking a financial tightrope since 1954, when it suffered a substantial loss in ad volume.

• **Gannett Co.,** Rochester, N. Y., newspaper chain, and the *Camden Courier-Post* have signed an agreement under which the 76,507-circulation daily and its assets, including a $3,500,000 printing plant and equipment, will be turned over to the Gannett chain Sept. 1.

• **Dr. Albert H. Holland,** formerly exec vp of Cortez F. Enloe Inc., New York, has been appointed to the executive staff of American Home Products, a company which does an extensive business in both ethical and proprietary drugs. Dr. Holland resigned from the Food & Drug Administration in January to join the Enloe agency (AA, June 8).

• **Dot Records Inc.** has named Wade Advertising, Los Angeles, as its agency. The record company has not had an agency before.

'Practical Builder' Improves Format, Saves Reader Time

CHICAGO, July 15—*Practical Builder's* August issue will embody results of a two-year series of meetings with builder-subscribers, with a refined format intended to speed readability and save reader time.

New type faces, tighter writing, four-color art and greater use of illustrations and layouts that "speed the flow of information" are involved. Maurice P. Driscoll, *PB* publisher and president of Industrial Publications, the parent organization, explained: "For years we had been telling the builder that time is his most important commodity. Now we are 'taking our own medicine,' adapting our editorial format to save time for the busy builder-reader."

Members of the *PB* editorial staff participated in panel discussions with subscribers throughout the country during the past two years, learning what they liked and disliked about the magazine, and listening to suggested improvements. Questionnaires and field surveys were also used to determine reader interests.

Dr. Arthur Gould, editorial consultant, Northwestern University, helped with research on color, layout, typography and style.

New features include "Construction Ideas," "Industry Pacemakers," "Monthly Mortgage Report," "Sales Tips," "Here's How" and "Bell-Ringer Homes."

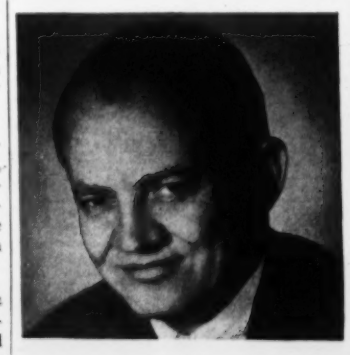
The magazine has also enlarged its editorial staff and news departments.

■ While announcing the editorial changes, *Practical Builder* also introduced a film, "Being Practical About Builders," which tells suppliers and manufacturers about the industry. The film, as part of a presentation on the magazine, is being shown in 21 cities throughout the U.S.

Industrial Publications, publisher of *Practical Builder,* also announced establishment of a Bureau of Building Marketing Research, to compile vital statistics on the industry. It is headed by Gene T. Skrivan, formerly chairman of the construction management department of the University of Denver, with data based on reports from a panel of builders located throughout the country. #

U.S. Industries Promotes 2

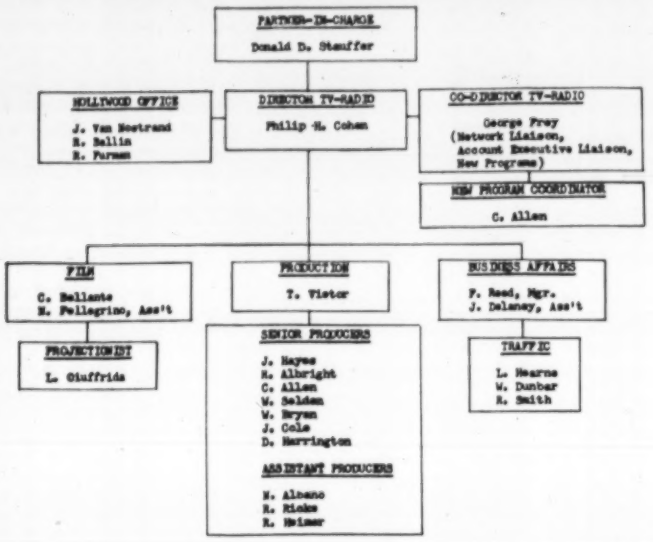
J. Robert Flodine has been named advertising manager of Clearing division of U.S. Industries Inc., Chicago, and Robert Hilbrecht has been promoted to assistant advertising manager. Mr. Flodine formerly was manager of USI's Chicago regional advertising department.



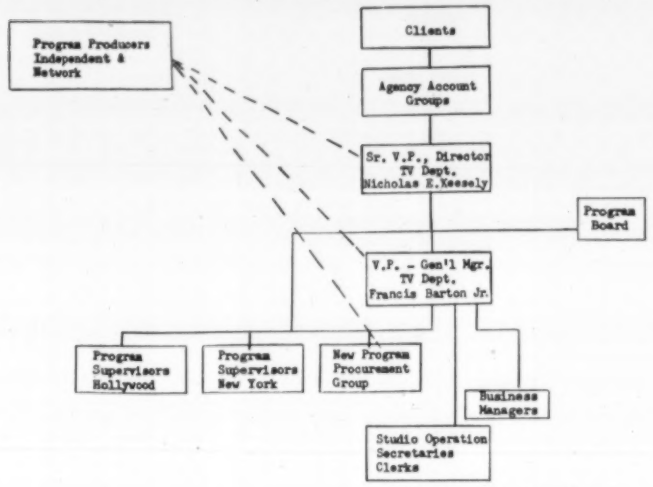
ROYALL SMITH *has been promoted to vp and creative group head of Lennen & Newell, New York, in the first of a projected series of vp appointments in the agency's creative department, according to Adolph J. Toigo, president. Mr. Smith has been with L&N four years.*

Agencies Tell FCC How Radio-TV Units Are Set Up

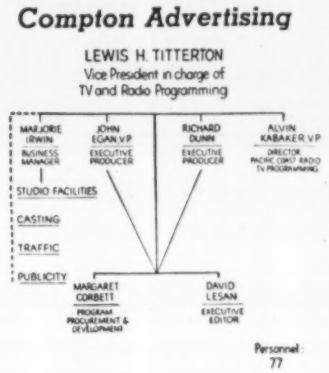
Sullivan, Stauffer, Colwell & Bayles



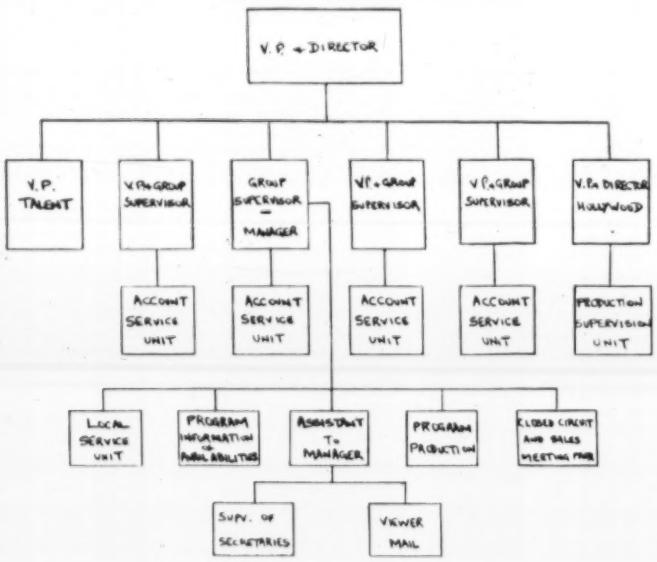
Lennen & Newell


Program Producers Independent & Network
Clients
Agency Account Groups
Sr. V.P., Director TV Dept. Nicholas E. Keesely
Program Board
V.P. - Gen'l Mgr. TV Dept. Francis Barton Jr.
Program Supervisors Hollywood
Program Supervisors New York
New Program Procurement Group
Business Managers
Studio Operation Secretaries Clerks

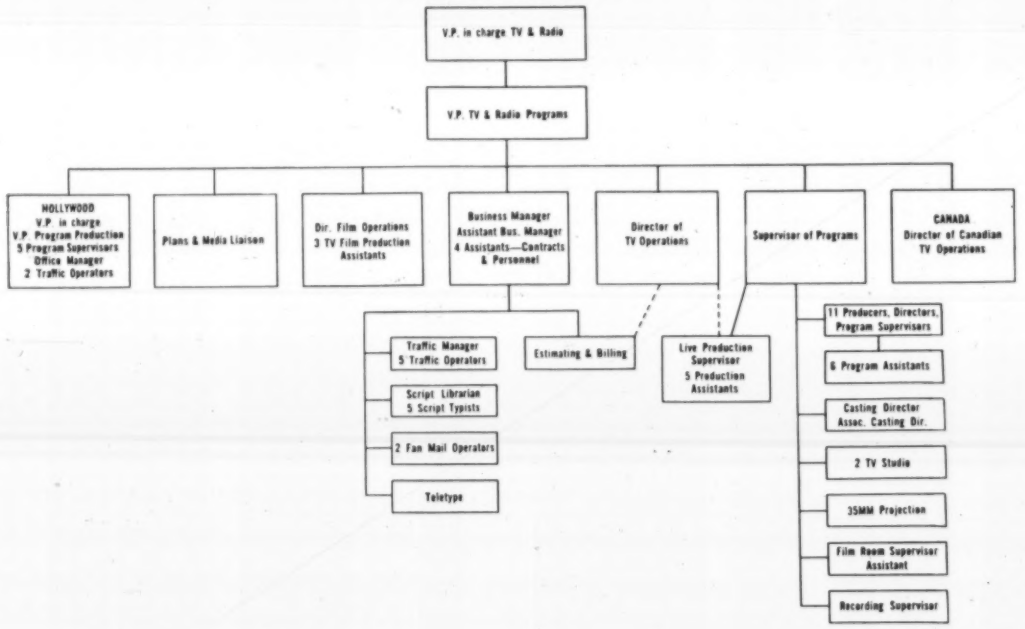
Compton Advertising



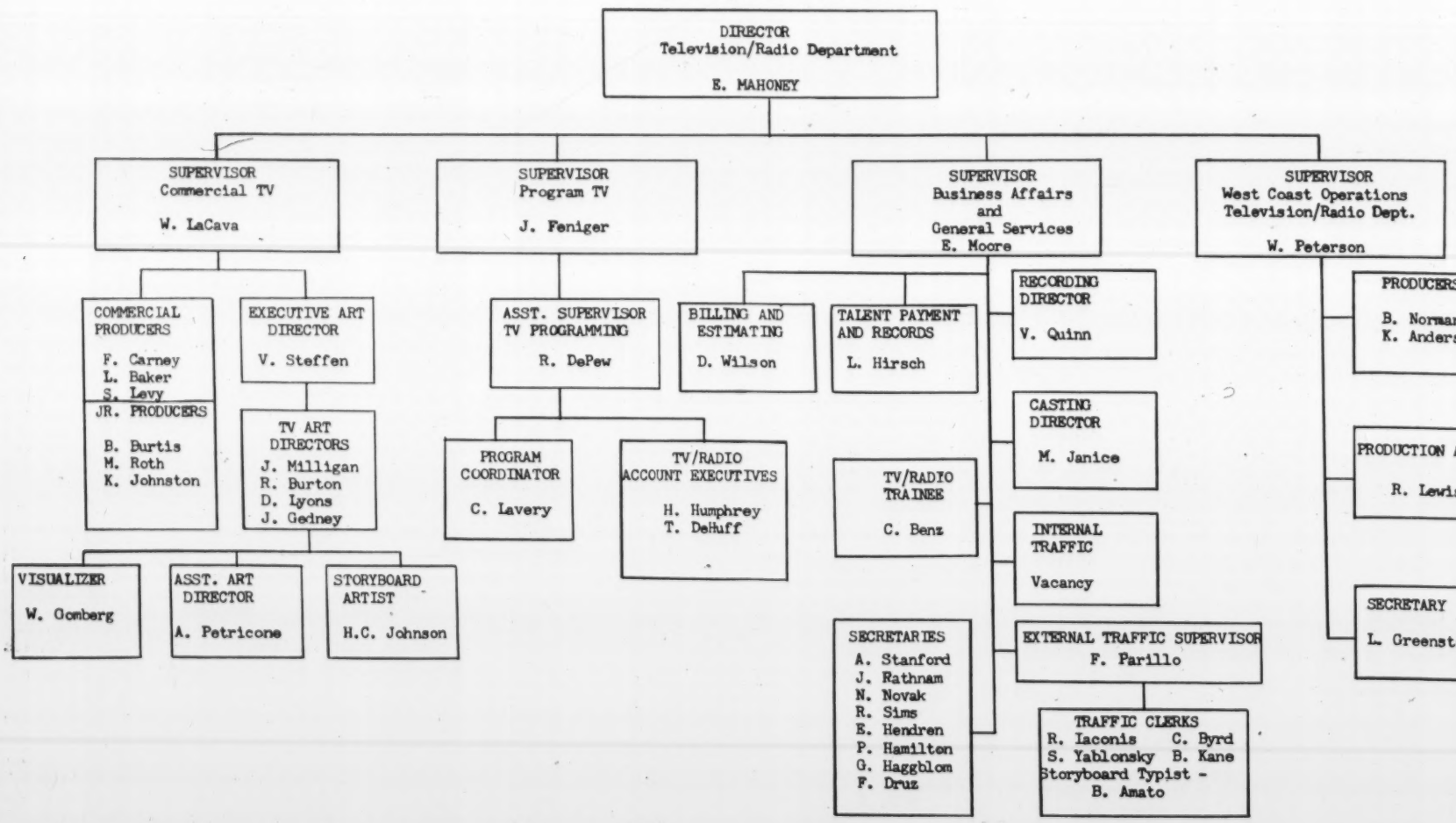
Young & Rubicam



Benton & Bowles



Cunningham & Walsh



What makes a newspaper great?

SEAMAN

The 1959 Pulitzer Prize in Photography went to William Seaman of the Minneapolis Star and Tribune for this picture: "Wheels of Death". The poignant spot news shot of a nine-year-old boy lying dead alongside his crumpled wagon in a busy Minneapolis street was, in the judges' opinion, the most outstanding example of the nation's news photography during 1958.

Seaman, who at 34 has been a Minneapolis Star and Tribune photographer for 14 years, is the fourth staff member of these two newspapers to win a Pulitzer Prize. His work is typical of the distinguished news coverage—both photographic and reportorial—that readers in the 3⅓ state Upper Midwest area expect and regularly get in the Minneapolis Star and Tribune.

Copr., 1959, The Minneapolis Star and Tribune Co.

Minneapolis Star *and* Tribune
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635,000 SUNDAY · 500,000 DAILY

JOHN COWLES, *President*

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